



Content Manager & Strategist

Institution: [Simmons College](#)

Location: Boston, MA

Category:

- Admin - Public Relations, Marketing and Communications
- Admin - Computing - Other

Posted: 07/26/2013

Type: Full Time

The Content Manager & Strategist will be responsible for the layout, planning, coordination, facilitation, user testing and monitoring of a wide variety of activities and contributors to produce new content for the College web site at Simmons.edu and all officially branded online web presences including the social media web presences with an eye on strategic growth for the College's online engagement levels.

Major Responsibilities:

- Lead content management projects of diverse and complex scope, working directly with faculty and staff to identify areas of interest and aligning them with the College's goals.
- Work with content suppliers that are not web experts and may be unfamiliar with digital content strategy. Includes creation, tagging strategy and maintenance for ongoing consistency and accuracy.
- Recommend overall site content management strategy to optimize for SEO.
- Complex planning to coordinate with other departments or resources. Works with the CMS Admin and an outside interactive agency to define and maintain content/search capabilities (includes: content taxonomies, metadata schemas, template libraries, tools for simplifying content contribution and content workflows) to realize the content strategy.
- Lead the content management system configuration files and, when necessary, assists with deployments.
- Provide internal customer training on systems and processes.
- Develop SEO-friendly web content for a wide range of users. Including strategic key phrase placement within compelling and persuasive marketing copy that maximizes opportunities for indexing, ranking, click-throughs and conversions. Responsible for entering content on websites through a content management tool. In some cases, the role will require layout of the content following best practices, and in more advanced applications to work with an outside agency.
- Understand the core business objectives of Simmons College and define the achievable goals they can attain from online content activity. Develop content strategies for digital media that will assist with the education process of programs and services to several constituents.

- Develop and execute personalization and behavioral targeting techniques to ensure a transactional content flow and maximum ROI.
- Audit of current digital media content to identify gaps and opportunities.
- Leverage analytics (i.e. Google Analytics) to track digital usage, analyze digital usage, recommend strategies to improve usage, and execute on analytics/optimizer campaigns like A/B testing.
- Responsible for defining sitemap structures of websites, micro sites, and landing pages to meet best practices and ensure clear and concise engagement and communication to users.

The ideal candidate will have 6+ years of related previous work experience, 4 years of which should be in a content management position.

- Thorough knowledge of policies, practices and content management/search systems.
- Full knowledge of industry practices for content management strategy
- Broad application of web design and infrastructure principles, theories, and concepts in applicable discipline
- Content management and content architecture experience.
- Experience working with clients who have little or no knowledge about content for the web or web content strategies.
- Strong background in Web Content Management Systems (i.e., SiteCore or RedDot), web content modeling, metadata modeling, support for multiple languages, and content XML based schemas.
- Thorough knowledge of web search and user taxonomy policies, practices and systems.

Preferred Qualifications:

- Knowledge/experience with SiteCore a plus.
- Experience working closely with an agency UX team: Designer, Researcher and Analytics.
- Direct experience in content management for a College or University

Additional Knowledge, Skills and Abilities include:

- Ability to edit and implement HTML and graphics is a plus.
- The ability to withstand pressure in a dynamic work environment - effective time management skills, a keen eye for detail, and organization
- Creative and inventive
- Critical and analytical thinking skills
- Confidence making judgments and acting swiftly
- Energetic and highly proactive
- Discretion and good judgment working with confidential/sensitive information

This position may require night or weekend work during emergency situations.

To apply, please visit <http://jobs.simmons.edu>

Application Information

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Contact:

Talent & Human Capital Strategy
Simmons College

Phone:

NO PHONE CALLS PLEASE

Online App:

<http://jobs.simmons.edu>

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