**Web Content Analyst**

**Position Description**

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| **Division:** | **Residential Enrollment Management & Marketing** |
| **Department:** | **Marketing & Communications** |
| **Location:** | **Marion Campus, Maxwell Center** |
| **Classification Level:** | **15** |
| **Full-time/Part-time:** | **Full Time** |
| **Revision Date** | **04/19/2017** |

**POSITION SUMMARY**

The web content analyst works with the Marketing & Communications team and is responsible for maintaining all content on marketing websites. The person in this role will interface with clients and assist in development of marketing content and content templates to be used on our marketing websites. Additional responsibilities include Search Engine Optimization through analyzing, reviewing and implementing changes to pages so they are optimized for search engines and maximize traffic by improving page rank.

**REPORTING RELATIONSHIP**

Web and Graduate Technology Manager

**DUTIES AND RESPONSIBILITIES**

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| 1. | Process client requests through various forms of communication, including face to face, oral, and written |
| 2. | Create and manage web content through our enterprise CMS. |
| 3. | Monitor SEO score on key webpages and adjust regularly to optimize keyword performance. |
| 4. | Demeonstrated ability to work with individuals from diverse communities and cultures in a variety of formats. |
| 5. | Develop content strategy to keep the university on top of higher education marketing trends. |
| 6. | Manage and assign content creators inside our enterprise CMS. |
| 7. | Other duties/tasks as assigned. |
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**SUPERVISORY RESPONSIBILITY**

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|  | No Supervisory Responsibility | |
|  | Student Employee Supervisory Responsibility | |
|  |  | Hires (makes hiring decisions) |
|  |  | Oversees Work (directs work activities) |
|  |  | Evaluates Work (completes performance reviews/addresses performance concerns) |
|  | Staff Employee Supervisory Responsibility | |
|  |  | Hires (makes hiring decisions) |
|  |  | Oversees Work (directs work activities) |
|  |  | Evaluates Work (completes performance reviews/addresses performance concerns) |

If job has staff supervisory responsibilities, list the job titles of direct reports:

**QUALIFICATIONS**

**Education**

* Bachelor’s degree preferred

**Experience**

* Minimum 5 of relevant professional experience or equivalent
* 2 years of experience managing SEO campains

**Required Skills**

* Web writing
* Advanced HTML/CSS/JS
* Excelent oral and written skills
* Enterprise Content Management System Management(Cascade Server, Episerver, Ektron CMS, )
* Proficiency in MS Word, Excel, and PowerPoint

**PERSONAL CHARACTERISTICS**

According to Indiana Wesleyan University’s employment policy, all employees must possess a strong Christian commitment and adhere to the standards outlined in the *IWU Community Lifestyle Statement*.