



Office of Work Life Engagement

## Position Announcement

**Position:** CONTENT STRATEGIST

**Department:** Enrollment & Marketing

**Reports to:** Director of Marketing

Responsibilities:

The Content Strategist uses analytical abilities to gather key business and user insights and strategic planning skills to create a long-term vision for the university's content. The Content Strategist is a self-starter who we can count to be motivated, a self-starter, and ready to roll with content ideas. We believe in real stories, teamwork, innovation, and the Oxford comma. Our team member will strengthen our work by being a high-level thinker and strong writer, who also has a penchant for keeping track of details. They will ensure that the university's voice is compelling, consistent, and delivers ROI on all platforms and with all constituencies. The bulk of the Content Strategist's time will be spent managing the university's website through collaboration with university departments to support and enhance enrollment and advancement efforts. They will provide insight into areas of improvement while guiding the development and oversight of digital properties. This includes the technical skill to incorporate digital tools for data collection and analysis to enable the Office of Marketing and Communication in making data-driven decisions.

Qualifications:

A bachelor's degree is required and a minimum of three years' prior experience. Seeking candidates with excellent oral and written communication skills. Ability to work well with a variety of departments with differing priorities. Ability to manage multiple projects and priorities effectively. Familiarity with public relations strategies and tactics and the successful execution of such strategies and tactics. Familiarity with AP style; proficient with Microsoft Office and Google Drive. Experience in website management a plus. Experience in higher education is a plus.

**Benefits:** This is a 100% FTE position. Eligibility for university benefits

**Position:** Immediately

**Available:** Review of candidates will begin immediately and continue until filled.

Qualified and interested candidates should submit a letter of interest, resume and [employment application](#) to [staffjobs@anderson.edu](mailto:staffjobs@anderson.edu). Final candidates are expected to provide an official transcript. Persons with an application on file or qualified university employees may submit a letter of interest to [staffjobs@anderson.edu](mailto:staffjobs@anderson.edu). Current employees are also expected to notify their supervisor of interest in this position.

Anderson University is on a mission to educate students for lives of faith and service, offering more than 60 undergraduate majors, 30 three-year degrees, 20 NCAA Division III intercollegiate sports, alongside adult and graduate programs. The private, liberal arts institution is fully accredited and recognized among top colleges for its business, computer science, cybersecurity, dance, engineering, nursing, and teacher education programs. Anderson University was established in 1917 in Anderson, Indiana, by the Church of God.

***AU is an equal opportunity employer. Persons who bring diversity are encouraged to apply.*** Anderson University complies with federal and state requirements for non-discrimination in employment with regard to sex, age, race, color, disability, and national and ethnic origin.