

Web Content Editor

PORTFOLIO REQUIRED - An online portfolio displaying at least three of your best print pieces and five of your best web pieces is required for application to the Web Content Editor position.

The Web Content Editor's (WCE) primary responsibility is the maintenance and creation of front-end content on AB.edu and related University websites. Content is generally comprised of (but not limited to) text, photographs, video, Adobe Flash, and graphics. The WCE will work under supervision of the Director of Marketing & Communications in the Enrollment division. The WCE will collaborate and work with campus committees on various creative projects related to growing University enrollment in conjunction with the strategic plan. The WCE will often work with professors, directors, Vice Presidents, and staff in updating their division web pages' content. Candidates with experience in higher education, marketing, and advertising will be given preference.

The Web Content Editor will:

- Display competency, attention to detail, and a professional-quality aesthetic in their design rationale
- Possess excellent writing, editing, grammar, punctuation, and proofreading skills
- Have an understanding of SEO, keywords, hyperlinks, and navigation
- Be familiar with Google Analytics to monitor site traffic and user behavior to streamline the website where needed
- Be very familiar with creating and editing Adobe Flash files such as slide shows and animations
- Have a solid understanding of graphic design for both web and print, image composition, CMYK vs. RGB images and graphics, and vector vs. raster graphics

Required software proficiency:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, Bridge, Acrobat)
- Adobe Premiere, iMovie, Final Cut Pro, or other standard video editing program
- Google Analytics
- Microsoft Office Suite (PowerPoint, Excel, Word)
- Familiarity with all major web browsers (IE, Firefox, Safari, Chrome, Opera)
- The ability to quickly adapt to and learn new software developments will be highly advantageous.

Experience and qualifications

The successful candidate will possess a Bachelor's degree in graphic design or related field with an emphasis on web, and 2 to 5 years of experience in a professional setting. Candidate must be a personable team-player who is able to work with flexibility within advancement, enrollment, and IT environments. Additional experience in print design, photography and videography is preferred as candidate may be asked to assist with publications and events.

Markup Codes and Languages:

XHTML, HTML5, CSS, and JavaScript with W3C compliant code.

Content Management Systems (CMS):

Familiarity with website Content Management Systems such as Drupal, and Wordpress will be very advantageous.

Social Media:

YouTube, Flickr, Facebook, Twitter, Instagram, Snapchat

Preference will be given to candidates displaying proven competency in the following skills:

- Proper use of HD video/audio equipment
- Proper use of digital photography using a hi-resolution DSLR camera
- Macintosh and PC operating platforms
- Familiarity with mobile operating platform development (Android, iOS)
- Creative collaboration with committees, groups, and teams

Please submit cover letter, resume, and link to online portfolio to hr@ab.edu with “Web Content Editor” in the subject line.

Alderson Broaddus University is an equal opportunity employer.