KWANTLEN POLYTECHNIC UNIVERSITY

JOB DESCRIPTION

Dept: External Affairs	**Working Title:** Web Content Writer/Specialist (774)
Date: September, 2018	**Job Class:** 13

PRIMARY FUNCTION:

Reporting to the Manager, Media and Communications, the Web Content Writer/Specialist is responsible for executing KPU's web content strategy as part of an overall integrated communications and marketing plan that places an engaging and the interactive experience at the centre of telling KPU's story. Delivering compelling stories and accurate copy, the Web Content Writer/Specialist will produce and edit content that speaks with a consistent voice to prospective students, enrolled students, employees, alumni and the extended community.

The priority for this position is to work with colleagues, managers and directors in the External Affairs team, as well as members of other departments and faculties, to identify, research and deliver engaging content that can be delivered across KPU's communication platforms in the most efficient means to reach the university's key audiences. In addition to writing for the web, the incumbent will also research, write, edit and produce content for print, digital, social media, news and other communications media as required.

The Web Content Writer/Specialist will require a clear understanding of search engine optimization (SEO) and experience of working and writing to meet those needs. The position will guide and work with departments and faculties across the university to formulate and execute plans that embed SEO within project delivery to enhance the digital presence of the university. They will support campus editors and clients who use the university's content management systems, provide training and keep training materials for those systems up-to-date. The incumbent will assist in formulating plans, projects and processes that the department will undertake, and perform all clerical duties related to the position.

JOB DUTIES AND TASKS:

- Providing expertise in web content engagement, including SEO and accessibility, the Web Content Writer/Specialist will help define and execute strategies for the use of web and digital media as informing and engaging channels for prospective and enrolled students, faculty, staff, alumni and other stakeholders.

- The Web Content Writer/Specialist will lead a process for identifying and initiating content development, content updates, and maintenance of a brand-consistent web presence.

- Work with the Manager, Media and Communications, and the Manager, Web and Digital Marketing, to identify and develop web, digital, social media and other communications content that supports emerging communications and marketing needs.

- The position will be an integral part of the communications team, supporting communications and marketing by working with communicators, designers and specialists in media, marketing, digital marketing, social media, video and interactive media to deliver a web experience across the domain that provides brand-focused, compelling storytelling with visual appeal. The work will include presenting complex and technical information in a clear and simple manner for a variety of audiences.

- Work in KPU's content management systems, and with other writers, designers, content producers, data analysts and IT specialists in the university, to maintain website content for kpu.ca and other university domains and online communication channels.

- Assist the Manager, Media and Communications, and the Manager, Web and Digital Marketing, to develop, expand, and manage a website content plan.

- Assist the Manager, Media and Communications, and the Manager, Web and Digital Marketing, to develop and implement a social media content plan, writing and managing content to post daily, coordinated with posts from the marketing department.

- Identify and develop plans for scheduled content updates for KPU and landing pages, faculty and department pages and all other priority content pages. Work with a cross-departmental team to maintain and develop the master content calendar for all web properties.

- Prepare and manage accurate project time estimates and meet deadlines.

- Write, upload, edit, proofread and review copy, headlines, captions, photos, video and all other web content from departments, divisions and faculties, and develop a consistent unified voice for KPU on the website.

- Ensure delivery of correct and sufficient information on the website in order to maintain the integrity and reputation of the university.

- Establish, build and maintain positive business relationships with key internal stakeholders – marketing services, future students' office, alumni affairs, advancement, event and communication coordinators, faculty and staff in all faculties, departments and service areas.

- Support editors and clients who use the university's content management systems, providing advice and training for updates.

- Develop training for university content management systems, writing for web, SEO, etc. Train staff and faculty as required and keep training material updated.

- Independently, track and report website metrics to the Manager, Media and Communications, and work on continuing to improve the website through use of data.

- Use cloud-based PR software and databases and provide customized data programming to ensure accurate report results, and monitor and track ongoing media stories, and provide analysis that supports the work of communications, marketing and development of the university's web and digital resources.

- Develop and implement a formal procedure for reporting web statistics and issues to departments and faculties, monitoring revisions to ensure errors on the website are resolved in a timely manner.

- Work with the Manager, Media and Communications, and the Manager, Web and Digital Marketing, and colleagues in External Affairs and other university departments and faculties, to identify key messaging, words and other data that will support the university's SEO efforts.

- Independently review KPU webpages and other digital communication channels, and recommend to the Manger, Media and Communications, and the Manager, Web and Digital Marketing, specific pages and/or sections requiring updating for content, SEO, etc.

- Report website issues, broken links, spelling errors, etc. to faculties, departments and content editors and ensure corrections are made in a timely manner.

- Tactfully and diplomatically use data and specialist expertise to inform, guide and help shape decisions about the best way to present information to attract and inform target audiences.

- Support the wider functions of the communications department as required, including researching information and preparing news releases, public service announcements, media invitations, and other related university media communications.

- Proactively prepare public relations and communication pieces that ensure the university has a consistent, strong message with media and other stakeholders to increase positive awareness of KPU.

- Review, proof, edit, approve and publish information, messages, alerts, notices, web pages and other communications for the internal university community, ensuring continuity and alignment with established guidelines and governance procedures.

- Keep current with website practices of competitor institutions ensuring kpu.ca and other digital communication channels are always current and engaging for our target audience.

- Keep current with emerging web technologies and SEO developments through relevant blogs, webinars, professional training, and events.

- Act as a university representative and assist with managing media, marketing and communication functions at university events.

SUPERVISION RECEIVED:
Reports to Manager, Media and Communications
SUPERVISION/DIRECTION EXERCISED:
Provides instruction, guidance and training in search engine optimization and content management systems to other workers as needed to support delivery of web content that enhances the profile and effectiveness of KPU's website
PHYSICAL ASSETS/INFORMATION MANAGEMENT:
Build, maintain and file information and records on an ongoing basis. Develop a strategic and organized system for filing all research and information for communication and marketing materials and reports, including web, print, digital, social media and other communication channels.
FINANCIAL RESOURCES:
The above statements reflect the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.

EMPLOYER REQUIRED KNOWLEDGE SKILLS AND ABILITIES:

1. Bachelor's degree in communications, journalism, marketing, or related field or an equivalent combination of education; three years related experience and training may be acceptable with a proven recent portfolio.

2. Minimum three years' experience with creating, writing and editing content for websites.

3. Experience and/or training in web writing, news writing, marketing writing, technical writing or creative writing.

4. Three years of hands-on technical experience with web content technologies, SEO, content management systems and web content writing experience.

5. Recent experience with content management systems, search engine optimization and HTML5. Experience with Drupal is an asset.

6. Demonstrated experience in writing creatively for a variety of audiences and in different voices – students, parents, faculty, staff, executive, external communities as well as government and media – for education, information sharing, news, advertising, promotion, etc.

7. Experience explaining complex and technical information in a simple yet compelling way for a variety of different audiences.

8. Demonstrated advanced writing, editing, and proof-reading skills for communication vehicles that deliver key messages to both general and highly targeted audiences.

9. A portfolio of experience in writing, showcasing content and creativity.

10. Proven experience using social media and developing ongoing social media campaigns to send out appropriate messages to targeted audiences.

11. Recent experience working with and understanding web analytics.

12. Experience using data and specialist expertise to inform, guide and help shape decisions about the best way to present information to attract and inform target audiences.

13. Experience providing training to others and maintaining training materials.

14. Intermediate knowledge in the use of computer software applications including word processing (MS Word), spreadsheets (Excel), presentations (PowerPoint, Prezi) and desktop publishing skills in a PC environment using Microsoft Office.

15. Working knowledge of Adobe Creative Cloud products, particularly Photoshop.

16. Experience with principles and processes for providing customer service to clients, departments and faculties within a university as well as external audiences - including customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

17. Proven self-starter who seeks challenges and continual learning, as well as an ability to multi-task, organize and prioritize work effectively in a fast paced environment while meeting deadlines.

18. Excellent, communication, presentation and interpersonal skills.

19. Demonstrated ability to organize, multi-task and prioritize work effectively under pressure in a fast-paced environment to meet deadlines.

20. Demonstrated English language proficiency in spelling, grammar, punctuation and writing skills.

21. An ability to exercise a high degree initiative and responsibility with minimal supervision and the ability to maintain a high degree of tact, diplomacy and confidentiality.

22. A team player with the ability to communicate and build effective relationships with individuals in the university community and external communities.

23. Ability to work a flexible schedule if required, including occasional evenings and weekends

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Knowledge Skills & Abilities revised: