

# HENDERSON STATE UNIVERSITY

## Web Content Manager Marketing and Communications / University Advancement

**Job Description:** The Web Content Manager develops and executes a digital communications strategy in support of university enrollment and strategic goals. The Web Content Manager will play a leading role in managing hsu.edu and works to continually improve user experience, design, architecture, and accessibility. The Web Content Manager ensures website integration with social media channels and other digital engagement outreach.

### Essential Duties and Responsibilities:

- Manage the daily operations of the hsu.edu website, developing and implementing digital strategies that maximize the visibility and reputation of the university, strengthen brand, and support student recruitment, alumni engagement, and philanthropy
- Write, edit, review and coordinate content for hsu.edu, ensuring that all content is accurate and achieves the strategic goals of the university
- Develop strong working relationships with departments and individuals across campus to implement a cohesive content strategy
- Monitor web traffic and capacity; provide technical assistance to ensure optimal performance and security of the website
- Evaluate photography and video needs across the website regularly and facilitate updates to keep the website fresh
- Assess and implement regular updates toward meeting Web Content Accessibility
- Support marketing and communication objectives by completing other assignments related to the team's broader goals of advancing university reputation and visibility, including coverage of events and support for emergency communications

**Qualifications:** Minimum of degree in English, journalism, communications, marketing or other related discipline preferred; three or more years of professional communications experience; excellent written, verbal, and interpersonal communication skills. Demonstrated comfort level with learning new technologies. Ability to work effectively with a team as well as independently and to be proactive in seeking solutions to challenges or opportunities. Must demonstrate the highest level of attention to detail and the ability to handle multiple tasks simultaneously in order to successfully meet deadlines. Proficiency with content management systems as well as knowledge of design concepts and/or design software (Adobe Photoshop, Premiere, InDesign, Illustrator).

**Salary:** Commensurate with qualifications and experience

**University:** Henderson State University is located in Arkadelphia, Arkansas, a charming, family-centered community of 11,000 residents situated one hour south of Little Rock, Arkansas on Interstate 30. Nestled in the foothills of the Ouachita Mountains, the community is home to two universities, a strong public school system, a thriving medical community, two recreational rivers, the iconic Lake DeGray, and is approximately 30 miles from historic Hot Springs National Park, one of the great American treasures. Please visit [www.hsu.edu](http://www.hsu.edu), [www.arkadelphiaalliance.com](http://www.arkadelphiaalliance.com), or [www.arkadelphiaschools.org](http://www.arkadelphiaschools.org) for more information about Henderson State University and our community.

**Application:** Applications should be addressed to Martha Bryant at [bryantm@hsu.edu](mailto:bryantm@hsu.edu). Applications should include a letter of application, resume, and design/writing samples (online portfolio preferred).

Review of applications will begin on May 15, 2019, and continue until the position is filled. The final applicant for this position will be required to submit to a background screening including a criminal background check pursuant to university policy. The applicant will also be required to provide official transcripts to Human Resources. Under the provisions of the Arkansas Freedom of Information Act, applications are subject to public inspection upon written request.