POSITION ANNOUNCEMENT

Content Strategist
Creative Relations
#A3C075

Adams State University is seeking a dynamic, creative, self-motivated individual with excellent technical, oral and written communication skills to work in the Creative Relations department. A state-supported institution in the San Luis Valley of south-central Colorado, Adams State University offers undergraduate majors, minors and emphases as well as master’s degree programs and a doctoral program. The university is designated as a Hispanic Serving Institution and as a regional education provider.

Position Summary:
Provides key decision support in developing and implementing a cohesive, integrated communication strategy across multiple platforms, including web, print, and digital, that tell ASU’s story in a compelling, visually engaging and consistent manner.

Position Description and Duties:
Reports to the director of Creative Relations and has the following duties:

- Serve as the editor for digital and off-line content.
- Maintain digital content updates as needed.
- Collaborate with all departments across campus in the development, implementation and maintenance of purposeful content and features.
- Provide liaison support for content development, revision, and publication through multiple media across all academic and administrative areas for the institution.
- Provide content management training support; help coordinate and facilitate training workshops.
- Conduct ongoing usability and analytics testing of digital and off-line content used by the institution with identified constituencies.
- Define and help clients establish metrics to measure the efficacy of content solutions.
- Recommend to Creative Relations team and departments best practices for maximizing longevity and impactfulness of content.
- Other duties as assigned.

Qualifications:
- Bachelor’s degree in English, communications, graphic design, marketing or similar field.
• Demonstrated ability to take initiative, work independently, prioritize multiple projects, set and meet deadlines.
• Excellent communication skills, both written and oral.
• Demonstrated ability to work collegially and collaboratively with diverse internal and external constituencies.
• Demonstrated copywriting experience in digital and non-digital formats.
• Knowledge of web marketing and search engine placement.
• Proven ability to assimilate and implement new media trends and technologies.
• Ability to communicate and collaborate with diverse constituencies and build working relationships.
• Demonstrated analytical, statistical and quantitative skills.
• Ability to perform above primary duties.

Preferred Qualifications:
• Experience in publishing digital content at an enterprise level
• One-on-one and group training experience
• Proven ability to identify and adhere to best practices in social media, web publishing, including Section 508 and accessibility.
• Experience in graphic design, including digital photography skills, encompassing meta-data management and batch processing
• Experience working with an image database management system.
• Video production skills

Reporting Relationship:
This position reports to the director of Creative Relations.

Conditions of Employment:
This position is a full-time, 12-month exempt at-will administrative position with benefits.

Salary and Benefits:
Commensurate with education and experience. Adams State University offers a competitive benefits package including medical and dental benefits, vacation and sick leave.

Required Application Materials:
1. Letter of application addressing interest in and direct qualifications of position (include position number)
2. Current resume/vitae
3. Names and contact information of 3 to 5 professional references
4. Unofficial transcripts from all institutions of higher education attended, official transcripts required upon hiring

Please submit all application materials to:

Mark Schoenecker, Director, Creative Relations
mwschoen@adams.edu
Adams State University
208 Edgemont Blvd.
Review of completed applications will begin as applications are received until this position is filled. Adams State University performs background checks as a condition of employment for prospective employees and current employees seeking certain promotional opportunities. Offers of employment are contingent upon completion of an acceptable background check. Applicants will be asked to provide personal data and sign a release form before the background check is conducted. Applicants who fail to provide the data and consent form will not be considered for employment or promotion. Background checks include review of criminal records and sex offender registry background. Credit and driving record background may apply to certain positions.

In compliance with the Immigration Control Act of 1986, candidate for positions must provide proof of eligibility to work before an offer of employment can be made final.

Adams State University is an Equal Opportunity/Affirmative Action employer. Applications are sought from all qualified persons regardless of race, color, sex, disability, and, as covered by law, veteran status. In addition, University policies prohibit discrimination on the basis of religion, national origin, ancestry, age, sexual orientation including transgender status and gender expression, marital status, and parental status.

The university is dedicated to fostering Inclusive Excellence, the recognition that the university’s success depends on valuing, engaging, and including the rich diversity of students, staff, faculty, and administrators. Given the university’s mission and student body composition, the department is actively seeking qualified applicants who have experiences, skills, and/or personal attributes that reflect perspectives that can further broaden our students’ educational experience. We will give preference to qualified applicants with experience in ethnically diverse settings, who possess varied language skills, or who have a record of research that supports diverse communities, or a record of teaching a student population that includes historically underrepresented groups and other at-risk populations. Additional information about the university may be found at www.adams.edu.