



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 05/16
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Manager, Digital Content

JOB SUMMARY

The Manager of Digital coordinates, manages and updates marketing and informational content on specific areas of the TWU website. This position has day-to-day, operational responsibility for planning and developing web content (written and visual) and links the Marketing and Communications team with the subject matter expert in campus units. The Manager of Digital Content works with academic departments and administrative offices to maintain the TWU.edu in accordance with University communication initiatives, marketing plans and web style guidelines. Work is performed under minimal supervision and performance is based on the effective operation of this administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Vice President for Marketing Communications & CMCO

Supervises: No supervisory duties

ESSENTIAL DUTIES - May include, but not limited to the following:

- Supports the work of content migration during the TWU website redesign project.
- Serves as a resource for standards, best practices and guidelines around brand, visual identity, information architecture, content and accessibility.
- Works closely with subject matter experts to maintain high-quality websites for targeted campus units.
- Collaborates with departmental leadership to deliver websites that meet the needs of campus units and align with Marketing and Communication goals.
- Develops, reviews, repurposes, approves and publishes content.
- Enforces the web style guide and advocates for the new T4 content management system.
- Commits to maintaining an intuitive, scalable information architecture, compelling photography, digital storytelling and accurate, up-to-date content.

- Writes and reviews copies for web pages, feature stories and profiles.
- Copyedits and proofreads content as needed.
- Participates in brainstorming sessions, design presentations, and team meetings.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

Bachelor's degree required.

EXPERIENCE

Five years' experience and demonstrated proficiency in a position requiring comparable skills and work performance.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Excellent written and verbal communications, including newswriting, editing, copywriting, feature writing, and marketing copy writing.
- Knowledge in Terminal Four.
- Working knowledge of multiple web design technologies such as HTML editor (Dreamweaver, Sublime text, Visual Studio), CSS, DHTML, JavaScript, Photoshop, Illustrator and Fireworks.
- Familiarity with content management systems.
- Working knowledge of front-end frameworks.
- Ability to multi-task and meet deadlines.
- Ability to communicate and work with diverse individuals.
- Ability to work either in a team environment or independently.
- Ability to take direction.
- Ability to prioritize and organize work effectively, and meet deadlines.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
- Ability to use a personal computer and other office equipment, including university related software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel. The employee must have the ability to occasionally lift and/or move up to 50 pounds.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Employee Printed Name: _____

Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex,

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sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.