



Website Content Manager

Job Description

DIVISION/DEPARTMENT: Public Relations/Marketing

DATE TO BE FILLED: Immediately

SALARY: Commensurate with Experience

SUMMARY

The Web Content Manager is responsible for managing the content of the College's website through cross-team collaboration within the Public Relations/Marketing Department and other departments across campus to understand user needs, test user interfaces and continuously update the College's website while maintaining brand standards. The position plays a vital role in ensuring the website's content is accurate, accessible, engaging, and up to date.

QUALIFICATIONS

- Experience with WordPress CMS and HTML/CSS required.
- Excellent written communication skills.
- Strong sense of digital visual design best practices.
- Ability to execute multiple simultaneous tasks with a high level of attention to detail and efficiency.
- Proficiency with or ability to quickly learn, adapt and appropriately apply a variety of technology applications such as project management and scheduling, data visualization, digital asset management, content management systems and other software and systems as required.
- Relationship-building skills; eagerness to be a strong, collaborative, helpful, enthusiastic, and productive "all hands-on deck" team member.
- Experience with the implementation of WordPress plugins and template development would be a bonus skill to bring to the team.
- Minimum of a four- year college degree or comparable work experience.
- At least two years of work experience in the following areas: marketing, public relations, project management, website development, or another applicable field.

RESPONSIBILITIES

- Primarily responsible for overseeing the planning, organization, creation, and publishing of website content.
- Provide a consistent and compelling online message for prospective and current students, their families, our alumni and other stakeholders, faculty and staff, and the public at large.
- Serve as a liaison between the Public Relations/Marketing team and internal and external stakeholders.
- Oversee strategic website content development efforts for the College that helps meet branding, enrollment, and fundraising goals, as well as expand, enhance, and elevate the online presence, overall visibility, and market reputation via the College's website.
- Serve as a website account manager, regularly review, update, and develop pages that are accurate, engaging, and visually attractive.
- Provide photography services and develop other content to enhance our web presence and performance.
- Ensure the website meets all applicable Web Content Accessibility Guidelines and follows best practices for user privacy, cybersecurity, and digital asset management.
- Work with team members to ensure the quality and consistency of messaging across all media, marketing platforms, video, print, web, events and campus marketing.
- This job description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties.

SPECIAL INFORMATION

The Federal Government requires that every individual hired since May 31, 1987, complete the I-9. This requirement is in response to the Immigration Reform and Control Act of 1986. Form I-9 has been developed to verify that persons are eligible to work in the United States.

ABOUT US

Rust College is a historically black college located in Holly Springs, Mississippi. Rust is a private, coeducational, four-year, residential, comprehensive Liberal Arts institution, affiliated with the United Methodist Church. Founded in 1866, the college faculty, staff and students are comprised of diverse, social, cultural, ethnic, racial, and national backgrounds. The college is located 35 miles east of Memphis, TN with forty-seven buildings on a one hundred twenty-six-acre campus. Often referred to as the "citadel on the hill", the campus and historic town provide the perfect backdrop for fulfillment of the mission to equip and inspire students for excellence and service in their communities and throughout the world.

RUST COLLEGE IS AN EQUAL OPPORTUNITY\AFFIRMATIVE ACTION EMPLOYER

TO APPLY

Persons interested in the above position should submit a resume, a letter of interest, a sample of their work, unofficial transcript(s), and three references to: careers@rustcollege.edu.

Mrs. Angela Williams, HR Director
Rust College
150 Rust Avenue
Holly Springs, MS 38635

Closing Date:
Open Until Filled

Posting Date:
7/2023