Web Content Specialist

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Type: Full-Time
Salary: $65,000 - $71,000 per year
Posted: 23 days ago
Category: Communications, Marketing, and Public Affairs

Web Content Specialist

Posting Number: JR107898
Location: Colorado

Engineering a world of possibilities
The Web Content Specialist plays a key role in shaping Mines' web presence, ensuring that content across mines.edu is fresh, discoverable, engaging and aligned with the university's brand. This position focuses on developing, optimizing and maintaining content that is search engine optimized (SEO) and generative engine optimized (GEO), supporting enrollment priorities and institutional visibility.

Colorado School of Mines is at a pivotal moment in its digital evolution. We're transitioning from WordPress to Terminalfour with the support of a strategic partner. As we navigate this transition and move toward long-term stability, we're seeking a collaborative individual to join our web team.

Mines operates under a distributed model, with web content managers embedded across campus, making cross-functional collaboration essential to this role. The Communications & Marketing department is responsible for the university website, including content management, internal support, and advancement of the mines.edu user experience through high-value content writing.

This role reports to the Senior Web Manager and collaborates closely with colleagues in Communications & Marketing, admissions and campus web content managers.

This position requires curiosity and a drive to stay ahead of digital content and search trends. The Web Content Specialist will proactively explore emerging Generative Engine Optimization (GEO) strategies, learn about new offerings across campus and share insights to help shape content that tells the Mines story in compelling and persuasive ways.

This position is eligible for hybrid work with a minimum of two days on campus in Golden, Colorado plus on-site meetings as needed.

Web content writing (50%)

- Write and implement content optimized for search engine optimization (SEO) and generative engine optimization (GEO) to enhance discoverability for prospective students in both traditional and AI-driven search engines
- Evaluate and improve existing content across mines.edu sites to strengthen value and make engaging
- Collaborate with subject matter experts to write clear, engaging and brand-aligned content
- Interview staff and faculty and interpret complex STEM topics to create compelling, accessible web content
- Maintain and update high-priority content that advances enrollment and institutional priorities
- Maintain and regularly update career outcomes content on program pages and across shared web properties to reflect the most current data
- Guide and support other campus departments in using the university's established voice and tone to maintain cohesive brand presence
- Monitor for and address duplicated or overlapping content across sites to maintain clarity and reduce redundancy
- Collaborate with the Senior Web Manager and Web Editor to plan and create web content for large-scale web projects, migrations and site refreshes

Website support (30%)

Serve as a campus resource in the content management system Terminalfour and support departments across campus in managing and improving their content

Respond to web support tickets and requests for content updates

Monitor and identify stale content through dashboard analytics and workflows to keep web pages accurate, current and relevant

Work with departments to maintain accurate and up-to-date faculty directory information across relevant web pages

Manage a questionnaire and interview process to assist faculty members and academic research groups in gathering information to present research effectively on the web

Manage and maintain testimonials on the website, ensuring they are current and effectively highlight student, alumni and partner experiences

Proactively monitor the website to identify, resolve and report issues

Assist with reporting using accessibility reporting tools to identify issues, track improvements and support compliance with WCAG 2.1 AA standards

Manage and coordinate workflows for content that requires annual or recurring updates to keep information accurate and current

Assist with the content migration from WordPress to Terminalfour, including reviewing, organizing, and formatting content to align with new templates and components.

ANALYTICS, OPTIMIZATION, AI (15%

Track and analyze website performance using Google Analytics 4 (GA4) and Google Tag Manager (GTM) to measure engagement and traffic sources

Develop and maintain Looker Studio dashboards and reports

Provide regular reporting and insights to inform content decisions, highlight trends and recommend data-driven improvements for the web

Stay current on emerging generative engine optimization (GEO) trends and share key findings and recommendations with the web team to guide strategy

Minimum Qualifications

Bachelor's degree. Relevant work experience may be substitute for education on a year for year basis.

3+ years of relevant experience in website content writing or editing. Relevant experience includes any professional work involving writing, editing, or managing content specifically for digital platforms, especially within a CMS environment and aligned with web-focused best practices such as SEO, accessibility and user-friendly formatting.

Recent experience working in a content management system (e.g., WordPress, Drupal, Terminalfour, etc.).

Preferred Qualifications

Experience in the Terminalfour content management system

Experience working within a client ticketing system

Proficiency in Google Analytics 4, Google Tag Manager and Looker Studio

Knowledge of UTM parameters, campaign tagging, and event tracking

- Demonstrated understanding of search engine optimization (SEO) best practices and emerging generative engine optimization (GEO) strategies to improve visibility in both traditional and AI-driven search environments.
- Strong knowledge of website content strategy, development, and maintenance, with experience using modern content management systems (experience with WordPress or Terminalfour preferred).
- Skill in evaluating website performance metrics, applying data to content improvements, and aligning decisions with enrollment and institutional goals.

Deep knowledge of digital strategy, user experience design, accessibility, and marketing trends.

Exceptional writing, editing, and proofreading skills, with the ability to translate complex information into clear, engaging, and brand-aligned web content tailored to diverse audiences.

Ability to conduct interviews and write clear, concise optimized web content to accurately convey information gathered from subject matter experts.

Strong interpersonal and communication skills, with the ability to build relationships and work effectively with colleagues across departments, including technical and non-technical stakeholders.

Commitment to inclusive digital design and accessibility.

Excellent computer skills; proficiency in Microsoft Office

Experience using Adobe Photoshop for web images preferred

Ability to manage multiple priorities and deadlines, balancing long-term projects with immediate support needs.

Dedication to providing responsive, solutions-focused support to campus partners within a distributed web governance model.

Salary and Benefits

$65,000 - $71,000

Mines takes into consideration a combination of candidate's education, training and experience as well as the position's scope and complexity, the discretion and latitude required in the role, work location, and external market and internal value when determining a salary level for potential new employees.

Colorado School of Mines offers a robust portfolio of benefits for all employees. For this role, that includes:

- Flexible health and dental care options
- Generous sick/vacation time: 13 paid holidays per year - including a week-long winter break for entire campus.
- Fully vested retirement plan on first day of employment, with generous employer contribution
- Tuition benefits (6 credits per year for employees, 50 percent discount for dependents)
- Free RTD Ecopass

All Mines employees also have access to discount programs through the State of Colorado and free tickets for Mines Athletics home games, as well as access to the state of the art Recreation Center (fitness classes and training, swimming pool and more) and equipment rentals through the Outdoor Rec Center. We are proud to have recently opened an on campus daycare center. For more details about benefits at Mines, visit mines.edu/human-resources/benefits.

How to Apply

Complete an online application (personal information, demographic information, veteran status)

- Upload a resume or CV
- Upload a cover letter

Candidates must be currently authorized to work in the United States. Visa sponsorship is not available for this position.

This posting may be used to fill more than one vacancy based on business needs.

References will not be contacted until later in the selection process and you will be informed before that contact is made.

Application review will begin January 15, 2026. This posting will close January 14, 2026 at 11:59 p.m. and applications may not be accepted after that date. Please note that campus will be closed December 24 - January 4. We will be back on campus on January 5, 2026 and will respond to inquiries then.

It is the intent of Mines to comply with the applicable requirements of the Americans with Disabilities Act and the Americans with Disabilities Act Amendments Act of 2008, and their implementation rules and regulations, in support of equal opportunities for qualified applicants with disabilities. To meet this goal, Mines will make reasonable accommodations during the employment selection process and within our working environment.

If you are a qualified individual with a disability or a disabled veteran, you may request a reasonable accommodation if you are unable or limited in your ability to access job openings or apply for a job on our site as a result of your disability. You can request a reasonable accommodation by contacting our Human Resources team at hr@mines.edu or 303.273.3250 for assistance.

Successful Completion of a Background Investigation is Required for this Position.

About Mines & Golden, CO

When the world looks for answers, the world looks to Mines.

Colorado School of Mines is a top-ranked public university solving the grand challenges facing our society, particularly those related to the Earth, energy and the environment. Founded in 1874 with specialties in mining and metallurgy, Mines' scope and mission have continually expanded to meet the needs of industry and society. Today, we are the No. 36 public university in the nation, recognized for our innovation and undergraduate teaching in science, technology engineering and math (U.S. News and World Report, 2025).

Mines graduates are change makers, boundary breakers and problem solvers. Since our earliest days, a Mines education has been and continues to be a transformational opportunity, with one of the strongest returns on investment out there for talented STEM students of all backgrounds.

At the same time, Mines faculty members are pushing their fields in new directions, whether that's manufacturing, space resources, quantum engineering, carbon capture or more. Mines was recently classified as a R1 "Very High Activity" research institution by Carnegie, a notable feat for any university but particularly one of our size.

That size - roughly 8,200 undergraduate and graduate students - also translates to a close-knit campus community, where employees have opportunities to get involved in multiple ways, continued professional learning is valued and everyone can make an impact.

Community Alliance groups bring together employees for professional development, networking, and community involvement, and all Mines employees also have access to the wealth of activities happening every day on campus - nationally-renowned speakers, special events and Mines traditions like Engineering Days, just to name a few.

And don't get us started on our hometown. We are located in the heart of Golden, Colorado --with its charming historic downtown and nearby hiking trails - and in close proximity to all that Denver and the Rocky Mountains have to offer. That includes the sunny, high-altitude climate and outstanding outdoor recreation opportunities that make the Denver area an ideal place to live, work and play.

Are you looking for an inspiring, mission-driven workplace where you can contribute to solving the world's problems and educating the next generation of change makers? Are you an individual who values a community where our individual perspectives and experiences enrich the educational and work experience?

Look to Mines.

Equal Opportunity

Colorado School of Mines is committed to equal opportunity for all persons. Mines does not discriminate on the basis of age, sex, gender (including gender identity and gender expression), ancestry, creed, marital status, race, ethnicity, religion, national origin, disability, sexual orientation, genetic information, veteran status or current military service. Further, Mines does not retaliate against community members for filing complaints regarding or implicating any of these protected statuses.

Mines' commitment to nondiscrimination, equal opportunity and equal access is reflected in the administration of its policies, procedures, programs and activities and in its efforts to achieve a talented student body and workforce.

Through its policies, procedures and resources, Mines complies with federal law, Colorado state law, administrative regulations, executive orders and other legal requirements to prevent discrimination (including harassment or retaliation) within the Mines campus community and to address potential allegations of inequality or concerns for safety.

Colorado's premier engineering and applied science university for 150 years and counting

Apply online at https://mines.wd1.myworkdayjobs.com/en-US/Mines_Careers/job/Colorado/Web-Content-Specialist_JR107898< /b>

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