Web Content Strategist

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Title: Web Content Strategist

Division: University Marketing and Communications

Department: University Web and Digital Content

FLSA Status: Exempt

Salary Range: $55,000/Annual Salary

EEO Job Group: 2 E2

Position Summary

The Web Content Strategist leads efforts in content design, information architecture, and search optimization to drive student recruitment and retention. This position goes beyond content creation; it blends analytics, SEO copywriting, and innovation to drive student recruitment and retention through traditional and emerging AI optimization. Beyond simply updating pages, the Strategist utilizes keyword research and SEO best practices to guide the website's strategic and editorial direction, creating compelling, audience-targeted content that drives engagement.

Duties/Responsibilities

- In partnership with the web team, create the web content strategy and information architecture for new and existing University websites. Collaborate with the Director of University Web and Digital Content to determine priorities for the execution of web and content strategies aligned with the University's broader digital communications and enrollment goals. Work closely with other Web Services members on work assignments, scheduling, and project needs.
- Serve as a strategic consultant across the University, partnering with leaders and end users to develop effective web content strategies while maintaining standards for appearance and usability. Proactively initiate consultations based on website reviews and independent assessment of SEO, accessibility, and usability opportunities, while also responding to department requests for support and guidance.
- Ensure websites adhere to University branding and campaign initiatives and are consistent with University style and voice while leveraging web writing methodologies. Identify opportunities and ways to repurpose and cross promote existing web content throughout the University's website and other relevant web properties.
- Conduct comprehensive website audits to identify opportunities for content optimization and SEO improvement. Research and implement strategic keywords to drive traffic and increase conversions, while analyzing competitor approaches and tracking key performance metrics. Collaborate with content editors across campus to implement best practices and provide strategic guidance through analytical reports and consultation.
- Work within the University's Content Management System (CMS) to develop, build, edit and implement websites and strategies. Produce graphics and edit photos for use in related digital communication projects. Stay up to date on best practices and emerging trends in AI and SEO optimization, content strategies, and the analytic tools supporting the execution of those activities.
- Lead the ongoing quality assurance (QA) process for the university website, ensuring content accuracy, relevance, and compliance with accessibility standards and functionality across all user environments. This includes proactive content audits, technical troubleshooting, and coordinating departmental review cycles to facilitate necessary updates.

- Examine emerging trends in AI, SEO and digital marketing; recommend proactive strategies to keep USI competitive in search and serve as a resource to other staff on how to structure content for both human and machine audiences. Continually learn new technologies and techniques that support evolving needs.
- Work on multiple projects simultaneously, respond to shifting priorities, and work within time constraints to meet project deadlines.
- Serve as the primary point of contact for content editors, offering one-on-one support and group instruction. Communicate complex technical concepts effectively to faculty and staff with varying levels of technical proficiency to ensure successful web publishing. Educate and advise content editors on web publishing capabilities, editorial standards, and strict adherence to digital accessibility guidelines.
- Other duties as assigned.

Required Knowledge and Skills

- Bachelor's degree required or an equivalent combination of education and experience sufficient to successfully perform the essential functions of the job.
- Minimum two years' experience in marketing or communications required; three or more years preferred; higher education experience preferred.
- Proficiency in performing regular content audits, media migration, resolving broken links, removing outdated content and maintaining web-based information authenticity.
- Adept writing and editing skills for digital platforms, ensuring optimal tone, clarity, and user experience. Must be capable of transforming complex academic content into accessible and compelling narratives for diverse audiences.
- Experience with digital content strategy, SEO best practices and keyword research with a fundamental understanding of analytical data and goal conversions.
- Competency in Google Analytics 4, Tag Manager, and other analytics platforms to assess engagement, monitor conversions and provide actionable, data-driven recommendations. Develop dashboards and reports for leadership that demonstrate content performance.

Preferred Knowledge and Skills

- Skilled in conducting usability testing and feedback collection to drive ongoing improvements in website functionality and user experience.
- Familiarity with digital accessibility compliance standards and the practical ability to advise content editors on best practices for achieving WCAG 2.1 AA (or higher) conformance.
- Experience with web-based design and development, as well as fluency in HTML, CSS, and web editing software. Experience with content management systems (CMS) preferred.
- Ability to perform basic image and multimedia editing for the web.
- Excellent problem-solving skills and demonstrate curiosity, initiative and a commitment to continuous learning.

Regular Work Hours/Travel Requirements

- Standard work hours are Monday through Friday 8:00 a.m. until 4:30 p.m.
- Occasional irregular or extended hours may be required for special projects.

About USI

The University of Southern Indiana is a public higher education institution located on a beautiful 1,400-acre campus in Evansville, IN. We offer employees exceptional benefits! Benefits for this position include:

- Affordable medical, dental, vision, life and short term and long-term disability insurance plans.
- Retirement plan where the University makes the total contribution equivalent to 11% of annual salary.
- Full tuition fee waiver for employees/75% for spouses and dependent children.
- Vacation and sick time
- Holiday pay
- Free access to Recreation, Fitness & Wellness Center.
- Access to on-campus University Health Center and Dental Hygiene Clinic.

For more information about the benefits that USI offers, please visit www.usi.edu/hr/benefits.

Application Process

Click "Apply Now!" near the top right of this page to complete an application and upload application materials to the attention of the Search Committee Chair. Application materials should include:

- Cover Letter
- Resume

Search Committee Chair:

If you have questions about the open position, please contact Mrs. Brandi Hess, search committee chair, at bhess@usi.edu.

Best Consideration Date:

For best consideration, please submit materials by January 9, 2026.

Pre-Employment Screening

A background check will be required for employment in this position.

Authorization to Work in the United States

USI will not sponsor an employment-related visa for this position.

Interview Accommodations

Persons with disabilities requiring accommodations in the application and interview process please contact the manager of Employment at mcweinzapf@usi.edu or (812) 464-1840. Contacting the manager of Employment is intended for use in seeking disability-related accommodations only. For general applicant inquiries, contact Human Resources at HumanRes@usi.edu or (812) 464-1815.

EEO Statement

USI is an Equal Opportunity Employer as to all protected groups, including protected veterans and individuals with disabilities

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