



Early Childhood Investment Corporation Contract Position Description:

Content Web Master

Responsibilities and Duties:

This list is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.

- Developing, reviewing, editing and managing user-friendly content to support the ECIC's work in the area of early childhood development. This work will include continual updates of web content, potential video initiatives, podcasts, blogs, facebook and my space pages as well as work with interactive tools.
- Developing search engine-friendly content for the website and developing content to be consumed through various digital interfaces.
- Developing content for communicating our mission in a clear and concise manner for web audiences taking into account target audience demographics.
- Moving web content through the established process from request or proactive ideation to production environment.
- Producing content matrixes, status updates, detailing content requirements for development teams and managing content in a content management system.
- Interacting with content owners, user experience specialists, graphic designers, and legal counsel.
- Reviewing and collaborating with creative agencies on web pages, banner ads, landing pages, gadget ads, articles, emails, etc.
- Creating content optimized for high search engine ranking.
- Identifying and implementing process improvements and content management system improvements.
- Brainstorming to determine optimal way to deliver content.
- Assisting in development of video and audio content.
- Mentoring and guiding non-web writers to internally grow expertise.

Qualifications and Required Skills:

- Proven experience writing and editing persuasive content for websites that provides the user the information needed, encourages repeat visits to a website, brands the organization as a web location to gather expertise and research on the organization's purpose and demonstrates consideration for usability best practices
- Superior copywriting skills
- In-depth knowledge of advertising/marketing copywriting principles, methods, practices and techniques including different media
- Proofreading and editing skills
- Strong attention to detail

- Demonstrated ability to capture complex ideas and express them in a clear concise and engaging writing style
- Strong knowledge of the web environment
- Knowledge of creative process
- Knowledge of HTML, Photoshop and similar tools a plus, but not required
- Organizational skills, ability to handle multiple priorities and projects
- Ability to work in structure team environment within defined processes
- Ability to work in a fast-paced environment
- Collaboration and influencing skills
- Results-driven
- Ability to be self-directed
- Project management skills
- Ability to meet deadlines
- Bachelor's degree in journalism, English, communications, marketing or related field