

Web Content Strategist

University Information

Org/College: [Office of the Provost](#)

Department: Office of the Provost

UI Job Classification: [Marketing Specialist](#)

UI Job Code & Pay Level: PMM2, [4A](#)

Hiring Information *(for recruiting purposes only)*

Salary: \$57,000 - Commensurate

Work Modality: Hybrid

This Position Reports to (Title): Kyle Hughes, Chief of Staff, Office of the Executive Vice President and Provost & Daniel Vorwerk, Director of Communications

Position Information

Position #: 00309718

Position Has Administrative Supervision? ☐ Staff ☐ Students ☒ None

Percent Time: 100%

Position Overview:

The Web Content Strategist serves as the primary web content leader for a portfolio of Office of the Provost websites, including the International Programs, UI Passport Acceptance Facility, Strategic Plan, Student Disability Services, Center for Teaching, and other affiliated unit websites. The position develops and implements web content strategies that improve user experience, accessibility, search performance, and content governance while supporting the strategic priorities of the Office of the Provost.

Working collaboratively with campus stakeholders, the Web Content Strategist plans, creates, organizes, and continuously improves digital content using data-informed decision-making, web analytics, and industry best practices. The position serves as a strategic consultant to campus partners, providing guidance on website planning and digital communications while managing multiple concurrent web initiatives and projects.

In addition to leading web content strategy, the position develops and manages digital communications that support institutional priorities, including website content, news stories, executive communications, newsletters, and email communications. The position helps advance major university initiatives through effective digital storytelling, content planning, and continuous optimization of the Provost organization's digital presence.

Key Areas of Responsibility & Position Specific Duties

Research and Analysis (PMM2)

- Monitor website performance using analytics and provide recommendations to improve content, navigation, and user experience.
- Support ongoing improvements to the Provost organization's digital presence through strategic planning, content governance, and continuous optimization.

Marketing Plan (PMM2)

- Manage and create website content, conduct content audits, and establish governance practices to ensure content remains accurate, relevant, and user-focused.
- Write, edit, and manage digital content, including website copy, news stories, articles, newsletters, and executive communications.
- As needed, assist with the development and distribution of email communications for the Office of the Provost and affiliated units.

Brand Management (PMM2)

- Serve as the primary web content strategist for a portfolio of Office of the Provost websites, including International Programs, UI Passport Acceptance Facility, Strategic Plan, Center for Teaching, Student Disability Services, and several others.
- Consult with campus partners on web content strategy, digital communications, and web best practices.
- Collaborate with designers, developers, and communicators to support strategic digital initiatives and maintain alignment with university brand, accessibility, and content standards.

Project Management (PMM2)

- Lead and coordinate multiple concurrent website initiatives, content updates, and digital communication projects across the Office of the Provost.
- Develop project timelines, establish priorities, coordinate with stakeholders, and manage competing deadlines to ensure projects are completed on time and aligned with organizational priorities.
- Collaborate with communicators, web developers, designers, and subject matter experts to plan, implement, and evaluate web and digital communication projects.
- Identify opportunities to improve workflows, content governance, and project management processes that support the Provost organization's digital communications.
- Serve as a digital accessibility liaison, partnering with colleagues in ITS and website stakeholders to promote compliance with university policies and WCAG accessibility standards, provide guidance on accessible content practices, and support continuous improvement of the organization's digital accessibility.

Universal Competencies

Universal Competencies are those that apply to all university jobs, support our mission, and are consistent with our core values. For detailed descriptions and proficiency levels, visit the [Universal Competencies page](#).

Once hired, competencies are a part of the performance review process. To access the competencies for your job classification, visit the [Reviewing Competencies page](#).

Technical Competencies

Technical Competencies are those that apply to a specific job and help employees understand what we can expect from their knowledge, skills, abilities and behaviors that are essential for success. To learn more about the competency proficiency levels, visit the [Proficiency Level Definitions page](#).

Marketing Channels

Proficiency Level: Working

- Selects marketing channels for a specific product or service.
- Participates in the evaluation of the costs and benefits of a specific marketing channel.
- Assists in building relationships with other marketing agencies.
- Explains the application of channel strategies for various products, services, and customer bases.
- Assists in the development of new marketing channels and tools.

Marketing Function

Proficiency Level: Working

- Summarizes the mission, vision and objectives of the marketing function.
- Participates in implementing major marketing programs and initiatives. Recommends technology to support marketing function.
- Carries out the day-to-day activities by the major units or sub-functions of a marketing organization.
- Assists in evaluating relevant regulatory considerations, legal, and other similar matters.
- Works with commonly used tools and techniques for building the marketing model.

Marketing Tasks and Activities

Proficiency Level: Extensive

- Oversees marketing tasks and activities.
- Coaches on the adoption of advanced technologies and tools for marketing tasks and activities.
- Conducts market climate surveys and determines implications for a business unit.
- Develops marketing plans and programs for multiple products.
- Compares and contrasts alternative strategies to accelerating product sales.
- Advises on the strengths and weaknesses of alternative marketing approaches.

Marketing Strategy and Positioning

Proficiency Level: Extensive

- Coaches on the development strategy for specific markets and specific products.
- Evaluates competitive opportunities and risks in launching new products.
- Designs alternative approaches for determining revenue and profit potential.
- Compares and contrasts alternative pricing strategies and options.
- Develops marketing plans and checkpoints for monitoring plan effectiveness.
- Establishes mechanisms for communicating with and influencing product developers.

Resource Management

Proficiency Level: Working

- Specifies the critical resources required to accomplish the team's objectives.
- Initiates requests for required resources.
- Allocates team resources responsibly and equitably.
- Calculates resource usage to set a baseline for comparison.
- Surfaces opportunities to improve resource utilization.

Staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the [University Policy Manual](#)

Position Qualifications *(for recruiting purposes only)*

Education (or equivalency) Required

- Bachelor's degree in marketing, communications, journalism or a related field, or an equivalent combination of training and experience providing a comparable level of expertise.

Experience Required

- Minimum 1 year working in web content strategy, digital communications, marketing, or a related field.

- Experience creating, editing, organizing, and maintaining website content using a content management system (e.g., Drupal, WordPress, or similar).
- Experience writing and editing digital content for websites and other online communication channels.
- Experience using web analytics tools (e.g., Google Analytics, Siteimprove, or similar) to evaluate website performance and recommend improvements.
- Experience managing multiple projects simultaneously while balancing competing priorities and deadlines.
- Experience collaborating with cross-functional teams and stakeholders to develop and implement digital communication initiatives.

Competencies Required

- Excellent written, editing, and verbal communication skills.
- Strong organizational and project management skills with the ability to prioritize multiple concurrent initiatives.
- Demonstrated analytical and problem-solving skills with the ability to make data-informed decisions.
- Ability to build collaborative relationships and provide consultative support to campus partners and stakeholders.
- Demonstrated initiative, sound judgment, and the ability to work independently and as part of a collaborative team.
- Commitment to creating accessible, user-centered digital experiences.

Special Qualifications Required

- Occasional night and evening work

Desirable Qualifications:

- 2-4 years working in web content strategy, digital communications, marketing, or a related field.
- Experience conducting website content audits, content governance, or information architecture projects
- Knowledge of web accessibility standards (WCAG), SEO, and web writing best practices.
- Basic knowledge of HTML and CSS.
- Experience with project management and collaboration tools (e.g., Asana, Microsoft Planner, Jira, or similar).
- Familiarity with generative AI tools used to support digital content development.
- Prior experience working in an academic or higher education environment.
- Knowledge and experience with university policies, procedures as related to position, and/or brand standards.