



POSITION: CONTENT SPECIALIST

DEPARTMENT: OFFICE OF UNIVERSITY MARKETING

POSITION SUMMARY

The content specialist will create content strategies, research trending topics, and write content for communicating NGU's brand value and promise in traditional and digital arenas. This person will be responsible to contribute and collaborate with writers and designers in delivering engaging content for NGU's audiences. The job involves driving long-term brand loyalty, holding in-depth knowledge of key content platforms and how they interact, and having a consumer-centric mindset for taking an idea through the creation and ultimately distribution. Additionally, the role requires a keen eye for detail and adeptness in finding content that appeals to students and donors while producing accurate, high-quality work. Ideal candidates will be eager to work with a talented, driven, and dynamic team of like-minded individuals to support NGU's creative needs and drive results.

RESPONSIBILITIES

- Serve as the primary copywriter for enrollment marketing.
- Adept at converting brand strategy into value-add content plans that support key business metrics.
- providing expertise in the areas of content strategy, editorial planning, and customer journey.
- In-depth knowledge of digital content distribution channels and how to develop the right content for each to drive authentic consumer engagement.
- Create and audit content journeys for all audiences and stages.



- Self-proof to ensure accuracy and minimal changes. Check copy proofs and pre-press proofs to ensure quality.
- Generate ideas and content planning based on strategic priorities set by the Brand.
- Leverage insights and analytics to optimize content production
- Maximize organic traffic through content creation, link building, keyword research and other SEO techniques.
- Research and understand higher education industry verticals, Christian higher education specifically as well as historical creative messaging.
- Maintain open and current communication with team members and internal/external clients.
- When necessary, complete projects by coordinating and communicating with outside vendors, photographers, freelancers, printers, clients, etc.
- Must be able to work in a fast-paced environment, working on several creative campaigns at once often under pressure. Must be able to meet tight deadlines and enter data daily in project management software.
- Must be proactive and comfortable taking initiative in terms of brainstorming, strategy, research, and creativity.
- Able to tolerate open/honest feedback and constructive criticism.
- Maintain technical knowledge by attending writing/content workshops; reviewing professional publications; participating in professional groups.
- Work with project manager to coordinate testing efforts, interpret test results, and incorporate results into content strategies.
- Assist in managing brand standards for university publications in consultation with the director.

QUALIFICATIONS

- Bachelor's degree or higher, in marketing, journalism or other relevant field of study.



- Minimum 1 to 3 years of content planning/writing experience (a PLUS if experience earned with ad agency).
- Strong portfolio demonstrating the required level of creativity, writing, and content strategy proficiency.
- Must be familiar with Microsoft and Adobe Creative Suite in a Mac environment.
- Must possess strong marketing copy methodology and skills for persuasion such as the FAB approach.
- Must be able to interact and communicate clearly with internal/external clients to determine their content needs, present ideas, and take a project from start to finish.
- Must be familiar with current SEO and traditional print trends and be able to deliver fresh content that is consistent with those trends.
- Organized with strict attention to detail, and meeting critical deadlines within a high volume, fast-paced environment.
- Proficient command of English grammar and language.
- Able to create quality work while meeting tight deadlines and paying attention to details.
- Work well in a team environment.
- Supports NGU's mission statement and core values, commitment to a Christian lifestyle and character in keeping with a biblical model.

PHYSICAL REQUIREMENTS

- Visual Abilities: Read reports, create presentations, and use a computer system.
- Hearing: Hear well enough to communicate with co-workers, vendors, and students.
- Dexterity: Grasping, feeling, writing, typing, and using the telephone, copier, and computer systems.
- Mobility: Open files and operate office machines; move between departments and attend meetings across campus.



- Talking: Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly.
- Lifting, pulling, pushing: Exert up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently and/or up to 10 pounds of force constantly to move objects.
- Cognitive/Emotional: Ability to critically think and concentrate. Must be able to respond quickly to changes in conditions – 75-100% of the time.

WORKING RELATIONSHIPS

This position is a full-time exempt position in the Office of University Marketing. The Content Specialist will report to the Director. The nature of responsibilities makes it necessary to work in-person and on location with other team members.

WORK SCHEDULE

The Office of University Marketing is open Monday through Thursday, 8:30 a.m. – 5:00 p.m., and Friday 8:30 a.m. – 12 p.m. Summer hours may vary. Office hours are subject to change as deemed necessary. Occasional work on Saturdays and evenings may be required.

TRAVEL

Some travel is required for professional development opportunities, as needed.

This job description in no way states or implies that these are the only duties to be performed by the employee. S/he will be required to follow any



other instructions and to perform any other duties as requested by his or her supervisor.

Please submit your resume in the North Greenville University application below.