

Wisconsin Lutheran College
Position Description

Position Title: Digital Content Specialist
Department: Marketing and Communication
Reports to: Director of Communication
FLSA Status: Exempt
Called Position No
Revised: February 12, 2021

Job Summary: This position provides written content for WLC communication channels, manages assigned communication projects, and helps capture the WLC story for marketing efforts in the areas of enrollment, alumni relations, and fundraising.

Primary responsibilities:

- Write and edit accurate, dynamic, and brand-relevant content for the website, blogs, social media, publications, and the college's magazine
- Update website and online magazine using content management system
- Serve as copyeditor/proofreader/fact-checker for college publications
- Assist with messaging for marketing campaigns to support enrollment efforts
- Contribute feature story writing and photography to WLC's print and online magazine
- Gather academic program content and student/alumni stories to support enrollment efforts
- Cover college events as assigned to acquire photos and stories
- Provide exceptional service and expertise in a professional and proactive manner when assisting clients and customers
- Perform other duties as assigned by the Director of Communication

REQUIREMENTS

Knowledge, Skills, and Abilities:

- Able to meet tight deadlines and manage multiple projects simultaneously
- Proven ability to communicate effectively with clients and customers, including faculty, staff, students, administration, and outside partners; exercise proper judgment and professionalism for each situation
- Possess basic photography and photo-editing abilities
- Experience using CMS, CRM, and/or social media management programs is a plus
- Strong ability to establish priorities, work independently, stay on task, problem-solve, and accomplish objectives without supervision, yet understand when to escalate issues to leadership
- Have the ability and capacity to work some evenings, weekends, and potentially holidays as needed
- Ability to lift up to 15 lbs. on occasion

- Position performs in an office setting with minimal background noise and sedentary work environment
- Must have the ability to conduct responsibilities consistent with the Wisconsin Lutheran College mission and core values, as defined through WLC's affiliation with the Wisconsin Evangelical Lutheran Synod

Education and Experience:

- Bachelor's degree in English, Journalism, Communication, or Marketing
- Minimum of two years of professional experience in the field of advertising, marketing, or public relations required
- Demonstrated experience and passion in serving others, and respect of all others as God's creation