

JOB DESCRIPTION

Position	Content Strategist	Date	Dec 2019
Classification	Hay (provisional)	Group	Non-Union
Dept	Marketing & Communications		
Reporting To	Director, Marketing & Communications		

Reporting to the Office of the President, the Marketing & Communications Department exists to help drive and support initiatives, campaigns, and projects designed to advance the strategic priorities of Cape Breton University. As a key group of brand champions, the Department prioritizes strategies and initiatives aimed at strengthening brand awareness and management through clear, consistent marketing and communications.

PURPOSE:

The Content Strategist is responsible for the development, execution and analysis of a comprehensive content strategy as well as overseeing all strategic content put forth on behalf of the Marketing & Communications Department, in line with the University's strategic plan and brand strategy. The Content Strategist will work with members of the Marketing & Communications Department to plan, develop, execute and repurpose data-driven, omni-channel content including, but not limited to, website, narratives, social media, video and blog.

SPECIFIC RESPONSIBILITIES:

- Create, execute and regularly evaluate a content strategy for the University's official channels, both digital and traditional media.
- Conduct a quarterly content audit and analysis across the University's official channels and databases including, but not limited to, website, social media and digital asset management system.
- Create, maintain and coordinate the execution of an editorial calendar and content inventory with the University's official channels in mind.
- Conduct keyword and SEO research and analyze/adjust the University's SEO efforts as needed.
- Lead the execution of all strategies developed, identifying content gaps, recommending strategic topics and assets and coordinating with colleagues on asset development.
- Review, update and repurpose published content as needed, using channel analytics to make data-informed decisions.
- Develop and implement channel style guides and training where applicable.

- Complete regular content updates and changes to CBU.ca.
- Facilitate training sessions, as required.
- Other related duties as required.

QUALIFICATIONS and SKILLS:

- At least five years of progressive work experience in a relevant field, such as content strategy development, management and editing, and a relevant undergraduate degree; or an equivalent combination of education and experience.
- Deep understanding of Google and social media analytics and reporting, with a proven ability to analyze data in order to make informed decisions
- Knowledge of user experience, SEO best practices and keyword research and tools
- Solid creative writing and editing skills, as well as strong interpersonal communication skills
- Experience and education in project management is considered an asset
- Knowledge of content management systems like WordPress, and a basic understanding of HTML and web publishing
- Understanding and experience in inbound marketing
- Experience with facilitation and training considered an asset
- A working understanding and experience with using social media for business.

Content Strategist

Date

Human Resources Department

Date

Evaluated	Dec 2017
Revised	April 2018
Revised	Jan 2019
Revised	Dec 2019