



Web Content Manager

Franklin College is accepting applications for the position of Web Content Manager. The Web Content Manager maintains the day-to-day operation of the Franklin College public website, including content creation and revision, strategizing and implementing site enhancements, plus keeping up to date with industry trends and best practices. This is a full-time position reporting to Director of Marketing.

RESPONSIBILITIES

- Regularly writes, proofreads and edits content for accuracy as well as timeliness
- Gathers feedback from internal and external campus partners; completes implementation
- Maintains WordPress website front end; coordinates back-end maintenance and issues with external development partner
- Utilizes graphic skills, technology, and site plugins to create new pages and features for the public-facing Franklin College website
- Communicates with marketing, as well as internal and external clients, to certify consistent brand appearance and messaging. Ensures Franklin College is represented in the best light possible
- Routinely reaches out to subject matter experts for updated information
- Conducts regular site audits to verify compliance with industry best practices for security and accessibility
- Uses Google Analytics data to inform site edits, analyze data and report to campus stakeholders
- Oversees Search Engine Optimization (SEO) with assistance from external partner
- Performs other related job duties as assigned

QUALIFICATIONS

- Bachelor's degree in web design, new media, informatics, graphic design, communications, marketing or a related field
- 2+ years demonstrated experience with WordPress or equivalent CMS
- Advanced computer skills preferred including Adobe Photoshop, InDesign and Acrobat, Microsoft Word, Excel and Outlook
- Outstanding communication and interpersonal skills; ability to work with diverse team
- Excellent attention to detail, organization, writing, critical thinking and collaboration skills
- Ability to handle multiple projects simultaneously, meet deadlines, effectively manage priorities and communicate progress
- Self-motivated; able to work independently



APPLICATION PROCESS

Review of applications will begin immediately and continue until the position is filled. Qualified candidates should submit electronically (MS Word or PDF) a cover letter, resume, and contact information for three professional references via the application link [Franklin College Staff Application](#).

Contact Human Resources with additional questions.

Franklin College
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humanresources@FranklinCollege.edu

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