

**JOB INFORMATION**

Effective Date	12/21/2022
Job Code:	2230
Job Title:	Content Strategist
Salary Grade/Structure:	040 - Admin-Professional
Career Level Name:	P1 - Entry Professional
FLSA Name:	Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Marketing & Communications
Job Family:	Marketing & Communications
Job Summary	The Content Strategist uses creativity, imagination, originality and talent to write or create content for websites, social media, digital marketing, feature stories, news releases and other uses. The Content Strategist works to ensure that assigned websites, social media content, branding, and marketing messages are created, maintained, updated, and evaluated for effectiveness and efficiency.

**COMPETENCIES**

Competencies

Please refer to the [UHCL Human Resources webpage](#) for UHCL core competencies for all eligible job levels.

**QUALIFICATIONS**

Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree	Degree in Marketing, Communications or a related field.	Required	
Bachelor's Degree	Degree in Journalism, public relations or a related field.	Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
Some	Minimum three years of professional writing experience in a communications, public relations or marketing environment.	Required	
Less than 3 yrs	Minimum two years of professional experience with strategic social media programs implementation and maintenance.	Required	
Some	Experience in a higher education or nonprofit communications environment. Experience in digital photography, video editing, graphic design, and digital advertising production and placement.	Preferred	

## Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
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## Knowledge, Skills and Abilities

KSAs	Proficiency
• Knowledge of writing and creating content across multiple channels.	Proficient
• Knowledge of optimizing content for different channels and audiences.	Proficient
• Knowledge of Associated Press (AP) style.	Proficient
• Must have writing, editing, and story telling skills.	Proficient
• Must have excellent communication skills both orally and in writing.	Proficient
• Ability to craft content aligned with brand and for designated audiences.	Proficient
• Ability to develop content based on tone, style and voice of the brand.	Proficient
• Ability to develop compelling content across all delivery streams.	Proficient

## JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

## Essential Functions

Essential Function	% TIME
• Researches and writes content for websites, social media, digital marketing, email communications, advertisements and other uses.	50%
• Collaborates with departments to ensure that content related to the university is updated and optimized for effectiveness and on brand.	25%
• Coordinates content needs and develops messages for email marketing initiatives overseen by marketing and communications.	10%
• Collaborate with team on development and execution of marketing and communication strategies that advance University mission.	10%
• Other related duties as assigned.	5%

## PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

## PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

### Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	

### Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

### Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

### Travel Requirements

Estimated Amount	Brief Description