

Class No.:	
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CLASS SPECIFICATION

SENIOR CONTENT STRATEGIST

NATURE AND SCOPE OF WORK

The senior content strategist develops and executes content strategies that drive traffic, generate leads, increase engagement, and improve brand awareness. The incumbent is a strategic professional skilled at developing impactful messaging targeted to a range of audiences. An experienced writer, this role creates, audits, organizes, tests, edits, curates, and oversees content for Capilano University websites, digital channels, and other marketing platforms.

A cross-functional team member, the strategist works closely with the University's IT Services department to ensure content is optimized for the user experience. This role also acts as an advisor and resource to members of the University community, providing recommendations and support on web content best practices.

Experienced in both research and analysis, the senior content strategist is a champion of web analytics, search engine optimization, and accessibility in content creation. The strategist reports to the manager, marketing.

ILLUSTRATIVE EXAMPLES OF DUTIES

Content Planning & Development

- Creates engaging, user-focused content for digital platforms, from development through implementation to measurement.
- Writes, edits, and maintains web copy across user-facing touch points.
- Identifies gaps in existing content and sources updates from relevant departments.
- Nurtures audience segments with targeted messaging.
- Audits sections of the website to remove deprecated content, researches and writes new search-optimized content and integrates internal website search optimizations.
- Ensures all content meets or exceeds current standards for accessibility and best practices for the web.
- Supports high-level University initiatives including information architecture updates, creating and modifying web pages and sections.

- Provides editorial leadership as a writer and story editor for the University's digital storytelling platform, Capsule.
- Develops and maintains editorial calendars for publishing content.
- Serves as a subject-matter expert for university style guides and web content strategy.
- Ensures all web copy is consistent with the University's overall brand voice and across other marketing channels.

Content Analytics & Reporting

- Performs research to gain in-depth knowledge of users and identifies the best content, formats, and solutions to engage key audiences.
- Uses analytics to gather key business and user insights, identifies gaps, and applies strategic planning skills to create a long-term vision for web content.
- Incorporates search engine optimization, keyword research, information architecture, and usability best practices into daily work.
- Performs content audits on a regular basis to assess the performance of existing content; analyzes engagement metrics and uses testing strategies to identify trends and opportunities for improvement.
- Stays abreast of the latest technologies and trends in content strategy and recommends continuous improvements.

Collaboration & Communication

- Works with faculty and staff from all departments and programs to develop large-scale content plans and initiatives.
- Liaises with external consultants to develop web best practices relating to content optimization.
- Collaborates with marketing & digital experience team members on implementing user-focused content solutions.
- Partners with IT Services to execute complex projects and initiatives for university websites and digital platforms, implementing and testing SEO innovations including A/B testing, heat maps and content audits, and quality assurance.
- Prepares and co-facilitates workshops with multidisciplinary groups across the University.
- Provides technical support to the University community, including troubleshooting issues with event platforms and updating and optimizing the University calendar for upcoming events.
- Participates as an active member in the University's Marketing Council.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Demonstrated experience in web content development including content organization, writing for the web, user experience best practices and search engine optimization.
- Exceptional ability to write clear, concise and accurate content for a range of platforms.

- Strong analytical skills and ability to use web metrics tools (such as Google Analytics, Google Search Console, Google Tag Manager, Crazy Egg) to measure results and deliver actionable recommendations.
- Skilled in working with an enterprise-level content management system.
- Knowledge of HTML, CSS, and current and emerging digital technologies.
- Ability to work well under pressure, manage competing priorities and meet deadlines.
- Ability to address time-sensitive tasks with care, attention to detail and commitment to quality.
- Excellent communication skills and ability to establish and maintain effective working relationships and work productively with employees at all levels, as well as students, suppliers and vendors.
- Capacity for creativity and innovation; ability to exercise initiative, resourcefulness, and judgment.
- Ability to produce regular, informative, and concise reports and status updates on projects and initiatives.
- Experience leading multiple projects in a complex organizational environment.
- Experience with Google Adwords and pay-per-click advertising.
- Expert knowledge of social media, digital storytelling and content marketing.
- Experience working with email marketing and automation platforms is an asset.

REQUIRED TRAINING AND EXPERIENCE

- Minimum of a four-year undergraduate degree in marketing, communications, English, journalism, digital media, or a related field.
- **Seven years** of experience in content development, strategic planning, website management and analytics for a complex organization.