

As a community, the University of Rochester is defined by a deep commitment to *Meliora - Ever Better*. Embedded in that ideal are the values we share: *Inclusion, Integrity, Compassion, Accountability, Respect and Excellence*. Our teams collaborate and support each other to make sure we deliver innovative, compassionate and patient-centered care. On good days and hard days, we show up for each other and those who depend on us. Together, we will uplift our communities by providing the highest quality care for all people.

Human Resources provides University-wide leadership for strategic HR initiatives and workforce solutions to meet the current and future needs of the University's faculty and staff. As the primary hub for HR programs and initiatives, we engage constituents as a strong partner, service provider and resource related to all aspects of workforce management and development at all levels of the University community.

To support our mission, the University of Rochester's HR Communications team is seeking a **Digital Content Strategist**. The **Digital Content Strategist** develops and implements digital content and marketing strategies that align with HR's strategic goals and operations. The **Digital Content Strategist** applies their digital marketing expertise to improve engagement on HR's digital channels and website, collaborating with partners to identify and articulate goals, then turning these goals into project plans.

#### **This will be achieved through:**

**User and Business Insights:** Leverages expertise with Google Analytics, Google Tag Manager, and Hotjar to collect and analyze user engagement data. Uses this data to make recommendations based on KPIs and audience targets tied to business goals.

**SEO and Content Strategy:** Proactively monitors SEO performance based on KPIs, optimizing as needed. Advocates for user friendly and accessible approaches to all aspects of the content strategy, including use of inclusive language and imagery. Optimizes pages, posts, and metadata in WordPress and Yoast to ensure performance and user engagement.

**Digital Marketing:** Develops digital campaigns including tracking codes, landing pages, and CTAs to ensure effective tracking across multiple platforms. Monitors and reports on results to advise senior leaders on which strategies prove effective.

**Project Management:** Scopes work, identifies deliverables, builds campaign schedules, tracks progress, and oversees project launches.

The ideal candidate for **Digital Content Strategist** will bring at least four years of experience in communications, marketing, or digital media with a mastery of SEO and digital marketing tools including Google Analytics, Google Tag Manager and SEM Rush.

**Please Note:** *This role has the option to work remotely and communicate through virtual meetings, giving you flexibility to control your own schedule and plan your day for optimal productivity.*

*The University of Rochester is committed to fostering, cultivating, and preserving a culture of equity, diversity, and inclusion to advance the University's Mission to Learn, Discover, Heal, Create – and Make the World Ever Better.*

*In support of our values and those of our society, the University is committed to non-discriminate on the basis of age, color, disability, ethnicity, gender identity or expression, genetic information, marital status, military/veteran status, national origin, race, religion/creed, sex, sexual orientation, citizenship status, or any other status protected by law. This commitment extends to the administration of our policies, admissions, employment, access, and recruitment of candidates from underrepresented populations, veterans, and persons with disabilities consistent with these values and government contractor Affirmative Action obligations.*

#### **TO APPLY:**

[https://ps.its.rochester.edu/psp/PSApplyOnline/EMPLOYEE/HRMS/c/HRS\\_HRAM\\_FL.HRS.CG\\_SEARCH\\_FL.GBL?Page=HRS\\_APP\\_JBPST\\_FL&Action=U&FOCUS=Applicant&SiteId=1&JobOpeningId=237803&PostingSeq=1](https://ps.its.rochester.edu/psp/PSApplyOnline/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS.CG_SEARCH_FL.GBL?Page=HRS_APP_JBPST_FL&Action=U&FOCUS=Applicant&SiteId=1&JobOpeningId=237803&PostingSeq=1)