

ALABAMA COMMISSION ON HIGHER EDUCATION POSITION ANNOUNCEMENT

CONTENT STRATEGY SPECIALIST (PART-TIME TEMPORARY POSITION)

The Alabama Commission on Higher Education is accepting applications for the position of a **Content Strategy Specialist**, a part-time temporary position that reports to the Information Technology Systems Manager.

RESPONSIBILITIES

- Provide a professional level of planning, designing, editing, and publishing content for the Commission's *All in Alabama* website and social media campaign.
- Provide content creation, social media management, and/or strategy, copywriting, online publishing, digital writing relevant content for social media channels, including Instagram and LinkedIn.
- Develop and gather textual and graphic content to engage Alabama students, alumni, and employer stakeholders.
- Schedule, post, and assess previously-created as well as newly-created website and social media content for *All in Alabama*, using web CMS and social media management tools.
- Create and maintain a repository of images, tools, and designs.
- Compose email and press release copy.
- Support ACHE's webmaster in maintaining web assets.
- Consult with internal and external stakeholders to evaluate communication needs, study data and consider target audience, conduct creative analysis and research, and formulate design solutions.
- Adhere to design and social media style guide and strategy, and revise/add to these guides as appropriate
- Assist with other functions of the Information Technology Systems department as needed.

EDUCATIONAL/KNOWLEDGE REQUIREMENTS

- Minimum of bachelor's degree in Digital Media Communications or related field is preferred.
- Experience with Microsoft Office Suite, digital publishing, image editing, and web development tools and platforms (e.g., Adobe Creative Suite, WordPress, Canva, Blogger, etc.).
- Knowledge of social media platforms and blogging.
- Ability to work on teams and independently in a fast-paced environment while meeting deadlines and managing multiple projects, applying self-direction and solutions-oriented abilities.
- Effective oral and written communication skills as well as sound organizational and planning skills.

DEADLINE FOR APPLICATIONS

Position opened until filled. Application reviews will begin on May 8, 2023.

Once the part-time temporary position is filled, the job will extend through August 2023.

SALARY

Commensurate with education, training, and/or experience directly related to the responsibilities of the position.

TO APPLY

Submit – (1) Cover Letter (must be an attached letter, not an email), which addresses the specific educational/knowledge requirements, (2) A portfolio of at least five (5) professional pieces (both graphics and website) that demonstrate the candidate's design skill, and (3) resume. Emailed applications are acceptable. References may be requested of the selected finalist.

SEND TO: Jacinta Whitehurst at jacinta.whitehurst@ache.edu

For additional information about ACHE visit www.ache.edu.

THE ALABAMA COMMISSION ON HIGHER EDUCATION IS AN EQUAL OPPORTUNITY EMPLOYER