

Ugrow: Digital Content Writer

Hours Per Week: 15 – 20

College of Arts & Sciences

Responsibilities: Working with the College of Arts & Sciences Digital Marketing Specialist, the **Digital Content UGrow Writer** will write, develop, edit, and publish original content and copy for a variety of A&S digital platforms, including websites, email marketing campaigns, infographics and more.

The Fellow's duties will include: (1) writing highly engaging creative content that generates brand awareness, promotes student recruitment, enrollment and retention, and promotes student and alumni engagement; (2) editing content developed by other college partners to ensure messages are clear and mechanically correct, support strategic goals, and use the appropriate tone and voice for the intended audience; (3) conducting research and interviews with faculty, staff, and students when needed for content creation; (4) researching, outlining, writing, and editing new and existing web content, while working closely with various academic and administrative departments to understand project requirements and expected deliverables, and (5) other duties as assigned.

Qualifications/Skills: Those interested in the position should be current PhD students in either the humanities or social sciences. Candidates must possess excellent verbal and written communication, be deadline-oriented, and available to attend occasional evening events.