



**Connecticut State Community College
Job Description
Content Creator**

Salary Level:
CCP 14 (Subject to Willis)

Date Approved/Revised:
2/27/23

Position Purpose

A Content Creator develops copy for websites, social media, marketing materials, and other platforms. They create both written and verbal media for both internal and external audiences. CT State marketing content creators will be organized vertically under Organizational Communications and Media & Public Relations, but will work across all areas to provide content.

Supervisory and Other Relationships

This position may report to the Director of Media & Public Relations or the Director of Organizational Communications and will collaborate closely with the Director of Digital Marketing on website and the Social Media Coordinator on content for all channels as needed. Work with members of the Creative and Publication Services team and the Center for New Media on projects. May also collaborate with Campus PR Coordinators.

The incumbent has substantial cooperative and collaborative relationships with CT State administration, staff, faculty and alumni, both at the central office and on the campuses. The incumbent is expected to represent CT State in a positive manner and to collaborate with academic and student services departments to recruit and retain students.

Examples of Duties

A Content Creator will promote the college by developing copy for websites, social media, marketing materials, and other platforms. They create both written and verbal media for both internal and external consumption. This is accomplished by the following tasks:

- Creates and edits text, video or audio content
- Develops content ideas and contribute to marketing campaigns
- Adjust campaign language based on performance metrics.
- Collaborate with creative and publication teams on the production of materials for CT State marketing and its campuses as needed
- Identify subjects and develop story ideas
- Conduct interviews, perform research and draft content; revise as necessary based on feedback
- Contribute to the CT State content calendar and campuses as needed
- Aid in the research and production of talking points on key topics for CT State leadership
- Research latest communications trends and topics
- Analyze CT State data and identify trends or story angles that are of interest to various audiences
- Identify visual components (photos, video, graphics) that may be needed to accompany written content; take photos and/or collaborate on creative as needed
- Update the department on key industry trends, media research, and marketplace conditions related to higher education
- Coordinate content development with existing college recruitment efforts

Professional Participation and Development

In addition to the accountabilities listed above, the Content Creator is required to carry out the essential duties of:

- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings.
- Attendance and participation at convocation and commencement ceremonies;

All of these may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain expertise and competencies including required technological skills. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

Qualifications

Incumbents must possess proven ability to effectively work with a culturally, linguistically and ethnically diverse faculty, staff and students. They are expected to have excellent oral and written communication skills along with strong information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Strong writing and editing skills
- Ability to accept constructive criticism and incorporate feedback
- Use technical equipment, software or online platforms to create and share content
- Attention to detail
- Proof reading for accuracy, tone and style
- Ability to manage multiple projects, prioritize, and meet tight deadlines in a fast-paced environment
- Professional practice of marketing, public and media relations
- Strong digital literacy skills

These skills and abilities typically are acquired through a combination of education, experience and training that would include a Bachelor's degree in an appropriately related field together with up to 3 years of related experience; or a combination of education, experience and training which would lead to the competencies required for successful performance of the position's essential duties.

Work Environment

The position's work normally is performed in such locations as offices, as well as places where the public may assemble. The position's work requires the incumbent to travel to such locations as media outlets and vendor offices, as well as to locations for college and public events. Reasonable accommodation will be made for incumbents and candidates with physical limitations.