Job Description – Web Content Manager

Department: Web Services　　　　**Reports to:　Director of Web Services**

Position Summary

This position is responsible for supporting timely and accurate content on the NYU Shanghai website. S/he will ensure the factual and grammatical accuracy of the website as well as ensure that all content stays current. S/he will participate in preparing materials for the website (including video, images, and text) as well as evaluate and edit them to guaranty their accuracy in English. S/he will act on feedback from NYU Shanghai faculty, staff, and students, with an aim to increase the usability and improve the user experience. The Manager will proactively develop relationships and work closely with users from different departments and teams to help improve the NYU Shanghai website. S/he will create training documents and provide necessary group as well as one-to-one training sessions.

Responsibilities

- Deliver across the entire web content development life cycle –concept, develop, deploy, test, and support.

- Work with different departments and units across the school to keep web content current and accurate.

- Work with front-end and backend developers to build the best web presentation with a focus on usability and accuracy.

- Train faculty, staff, and students on how to use the content management system.

- Optimize performance for the web content.

- Gather feedback and document functional requirements from faculty, staff, and students.

- Keep up to date on the latest industry trends in user experience technologies.

Qualification

- **Required Education**

  Bachelor's degree

- **Required Experience**

  ➢ At least 1 years' related experience working with digital content production for medium to large scale websites.
  ➢ Experience with providing hands-on training to different audiences with varying level of web technology knowledge.

- Experience with social media promotions such as Facebook & Twitter.
- Proven web development experience in a higher education environment.
- Excellent knowledge of information architecture, human computer interaction, and web usability principles.
- Excellent written and visual communication skills.

- **Required Knowledge, Skills, and Abilities**

  - Native-English language fluency.
  - Production and project management experience with an educational website.
  - Extensive copy-editing experience in a web environment.
  - Excellent planning, analytical, problem-solving, and communication skills.
  - Good understanding of the needs of faculty, staff, and students within an academic environment.
  - Good understanding of web design trends in different cultures, especially China and the United States.

  Desirable skills:

  - Excellent English and Chinese language skills,
  - Strong understanding of web usability,
  - Proven creative graphic design sensibilities and skills,
  - Familiar with HTML, CSS, JavaScript,
  - Knowledge of current and emerging technologies as well as standard and emerging internet-based applications and services,
  - Experience with a content management system such as Drupal,
  - Experience with teaching and training in a multicultural environment,
  - Ability to work collaboratively within a small team, and
  - Ability to prioritize, balance and deliver quality work effectively.

Interested candidates should forward a CV with a cover letter to shanghai.hr.recruit@nyu.edu.

For more information please visit our website: shanghai.nyu.edu