Communications & Public Relations – Web Copywriter/Social Media Coordinator

We’re looking for a web copywriter/social media coordinator who is unquestionably a Drupal expert, a gifted writer and social media guru. You should be an effective storyteller who can collaborate with administrators, faculty, staff and students to consistently deliver polished, award-worthy work across all channels.

Be a part of a passionate, committed fast-paced team of Communications & Public Relations professionals open to new ideas to elevate the brand of The Lincoln University, the nation’s first degree-granting Historically Black College & University.

Position Summary:
The individual who fills this position is an integral member of the Communications & Public Relations team and serves as the college’s primary storyteller on the web and among our brand champions. Responsibilities are divided between writing creative, compelling copy for Web and some print media, update of the university’s website, monitoring, updating and creating content for the university’s social media sites as the institutional “voice” of The Lincoln University.

Supervision Received/Exercised:
This position reports to the Director of Communications & Public Relations and will provide oversight to student interns as may be assigned.

Qualifications:
- BS Degree in Journalism, PR, Communications, or related field.
- Minimum 2 years professional experience.
- Web publishing experience.
- Experience with various Web media creation tools such as Adobe Creative Suite.
- Experience managing communications through website planning, management and production.
- Minimum 2 years of proven Drupal content management experience.
- Drupal ‘equivalent certification’ and documented coursework a plus.
- Memberships in Drupal Association & Open Source Initiative a plus.
- Minimum 2 years experience as a copywriter and/or social media coordinator.
- Excellent written and verbal communication skills.
- Technical knowledge and understanding of social media platforms, metrics and tracking.
- Project management and organization skills.
- Learns quickly and able to change in fast paced environment.
- Ability to handle the pressure of meeting tight deadlines.
**Essential Functions:**

- Continually monitor and update the content of the university’s Web site utilizing the Drupal content management platform.
- Understand the goals, audience, and message of the university and create copy to suit. Write copy for use by Web and/or traditional publication or broadcast media to promote the university.
- Research, write, edit and proof all levels of copy, including headlines and body copy, for online, offline, external and internal needs.
- Use creative thinking and initiative to analyze site performance metrics and make recommendations on content, site design or features to improve effectiveness of Web content and/or applications.
- Build and implement social media programs that ensure appropriate messaging is executed online, which supports the university’s goals, including platforms such as Facebook, Linkedin, Twitter, YouTube, Slideshare, Google+, etc.
- Work closely with colleagues, faculty and staff across the university to develop and post content to social networking sites.
- Monitor and engage in brand related online conversations.
- Monitor social media groups, trends, tools, and applications and recommend actions/next steps.
- Monitor the university’s social media performance usage reports and tracking search engine results.
- Regularly report insights gained from social media monitoring to university administration and other stakeholders.
- Respond to social media inquiries about online activities in a timely and courteous fashion.
- Provide support to other team members on online usage.

**To Apply:**

Send application letter, resume and the name and contact information for three professional references electronically to: hr@lincoln.edu.

**When applying to this role, please complete both of the following:**

- Provide published writing samples, i.e. blogs, articles, etc. If not available, write a Web-appropriate article targeting alumni of your college alma mater to gain their support for a student scholarship fundraising campaign.
- Develop a simple but well designed and aesthetically pleasing Drupal-managed web page in Lincoln’s colors showcasing an upcoming alumni event.