



## **Content Specialist**

### **Marketing & Communications, Advancement Department**

Professional Staff Group

Permanent Position (Remote can be a possibility);

Classification: Band C

Salary Range: \$46, 644 - \$56, 979 (based on 37.5 hours/week)

### **Overview**

StFX University is seeking a content specialist with responsibilities for updating and maintaining the university's main website (StFX.ca) as well as other related digital properties. Reporting to the Project Lead, marketing and communications team, and working closely with other key departmental stakeholders across campus (i.e., recruitment, admissions, international, and individual academic departments as required), the content specialist will complete the following:

### **Key Responsibilities:**

- Works with other members of the website team to analyze existing website content, ensuring sufficient optimization for the site's internal search function as well as external search engine optimization (SEO.) This includes optimal use of website metadata and keywords.
- Plays a leading role in establishing, tracking, and analyzing website performance as tied to key university goals, including recruitment and conversion of prospective students and fund development. This role is responsible for making recommendations to improve user experience in these areas based on performance metrics.
- Provides content marketing leadership through a recruitment lens, ensuring that key pages related to the recruitment and conversion of prospective students are strategically organized, inviting, clear, and reflective of student experience at StFX.
- Works with stakeholders across the campus community (i.e. faculty, staff, and administration) to develop new website content and provides leadership to ensure content is well written, optimized for web, and aligned with user experience expectations.
- Develops highly visual and engaging web pages using the suite of layout and design tools within the website's Drupal Content Management System (CMS.)
- Ensures that all website content meets or exceeds Website Content Accessibility Guidelines (WCAG) 2.1 AA standards.
- Provides support related to other needs and projects within the university's advancement department on an as-required basis.

### **Qualifications**

- University degree and/or equivalent professional experience.
- Outstanding writing skills and superior attention to detail.
- A working knowledge of content best practices, including the ability to effectively write for the web. The ideal candidate approaches this work with a solid marketing lens.
- Experience with tracking and analyzing website metrics, specifically using the Google Analytics (GA4) suite of tools.
- A knowledge of post-secondary recruitment practices, including the ability to identify the type(s) of content most relevant and interesting to both potential and incoming students.
- Team player with an ability to build relationships and work collaboratively with stakeholders across campus.

- Ability to work effectively and efficiently with minimal supervision.
- Knowledge of StFX University is considered an asset.
- Experience with Drupal and basic-level coding skills are assets.

## **Application Instructions**

Closing date for applications is May 28, 2024. To apply please submit a letter of application and a resume in confidence to **Human Resources, StFX University** at [careers@stfx.ca](mailto:careers@stfx.ca). Only those selected for an interview will be contacted

*StFX is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People.*

*StFX is seeking candidates who are committed to contributing to our priorities of equity, diversity, and inclusion. A demonstrated ability in fostering a climate of inclusion and cultural safety is a strong asset. Preference will be given to applicants who bring lived experience of historically excluded groups.*

*We are also committed to the elimination of barriers to participation for persons with disabilities. Should you require an accommodation during the recruitment process, please contact Human Resources at [hr@stfx.ca](mailto:hr@stfx.ca) or 902-867-5038.*

## **About Marketing & Communications**

The Marketing & Communications and Team advances and protects St. Francis Xavier University's reputation of excellence. Among our many responsibilities, we manage the content and design of the university's official print publications, the main website and social media channels, the release of university news and videos and the use of StFX's name and image. We also handle media relations. We work with offices and departments across campus to create engaging stories about the impact of our institution to a wide range of audiences locally, nationally, and around the world.

## **About St. Francis Xavier University**

Established in 1853, St. Francis Xavier University (StFX) is consistently recognized as one of the best universities in Canada. StFX exceeds the needs of today's undergraduates through providing the very best academic experience -- outstanding teaching, exceptional hands-on research opportunities, and global exchanges -- all within Canada's most vibrant and inspiring residential campus. Here, the focus is on the academic and the personal development of every student, making community and social engagement a large part of the learning experience. Our students are academically strong and highly engaged in every aspect of life, determined to make a positive impact on the world.

In 2022, Maclean's annual university rankings put StFX #1 in student satisfaction and #2 in reputation across Canada in the primarily undergraduate category.

For more, visit [www.stfx.ca](http://www.stfx.ca)

## **About Antigonish, Nova Scotia**

The beautiful and historic town of Antigonish is located within the northeastern corner of Nova Scotia. Only a 15-minute drive from the ocean and a two-hour drive to major urban centres, Antigonish is a family-friendly community with a diverse and growing population and provides access to excellent education at all levels. The town is surrounded by rolling countryside and beautiful beaches and is a hotspot for outdoor recreation, sports and other active lifestyle activities. Antigonish supports a vibrant culture in the arts with music, performing arts, visual arts and crafts, and fabulous festivals happening throughout the year.

For more information visit [www.townofantigonish.ca](http://www.townofantigonish.ca) or [www.visitantigonish.ca](http://www.visitantigonish.ca).