OPEN POSITION
Web Content Specialist
Information Services Department

The American Mathematical Society (AMS), founded in 1888, is a non-profit membership organization that promotes interest and research in mathematics through its publications, meetings, programs, services, advocacy, and outreach activities. The AMS has 30,000 members worldwide and offices in Rhode Island, Michigan, and Washington, DC.

The AMS invites qualified candidates to apply for the position of Web Content Specialist in the Society's Providence, RI headquarters. Under the direction of the Group Coordinator, provide timely service to all members and non-members of the American Mathematical Society (AMS) in accordance with department and AMS policy. Anticipate, identify, and respond to customer service requests and inquiries in a timely and professional manner.

SUMMARY: A Web Content Specialist is responsible for planning, optimizing, editing, writing, and maintaining website content to achieve business goals. They ensure that the web content is clear, compelling, properly distributed across web platforms, and adheres to a consistent brand philosophy.

The Web Content Specialist is an experienced professional with demonstrable web writing skills, is detail-oriented, and has a general technical understanding of web content management systems (CMS) and other tools to manage web content. They should be able to analyze web traffic metrics to support and inform decisions.

ESSENTIAL FUNCTIONS:

• Collaborate with business units, marketing, design, and technical staff to plan, organize, and develop website content to meet objectives while adhering to established editorial, writing, and branding guidelines
• Create and maintain editorial writing style guides addressing such topics as tone, style, voice, grammar, and terminology and communicate these guidelines to staff web content providers
• Ensure brand message and consistency across all website content
• Review and audit all CMS website content prior to publication
• Review and analyze website content to identify gaps, inconsistencies, misrepresentations, and other shortcomings and recommend changes
• Develop and maintain a website content calendar to ensure timely publication
• Optimize web content for all major search engines
• Utilize web analytics to inform and contribute to the development of content strategy
• Ensure compliance with law (e.g. copyright, data protection, and accessibility)

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily and in a timely manner. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

REQUIRED Experience (3+ years):

• At least 3 years of experience as a web content specialist, web writer, or web content editor
• Demonstrable copyediting and writing experience
• Proven work experience as a web content specialist
• Hands on experience with content management systems
• Knowledge of HTML and web publishing
• Knowledge of SEO and web traffic metrics

EDUCATION and/or EXPERIENCE:

• Minimum of a bachelor's degree in such major's as English, journalism, communications, marketing creative writing, technical writing, or information management from an accredited Institution or commensurate experience.

To apply: https://tinyurl.com/y7dva9cy
Date Posted: 6/15/2018 Closing Date: Until Filled

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