

CONTENT SPECIALIST

JOB SUMMARY /OBJECTIVE:

This position is a component of the University's Marketing and Public Relations Department and works to align Ozarks' strategic messaging in all materials and ensures it is coherent with the University's brand. The Content Specialist also works collaboratively with the Office of Advancement & Alumni Engagement to help build a bi-lateral relationship with alumni and other constituents.

RESPONSIBILITIES:

- Support Marketing and Public Relations by fulfilling time-sensitive requests from media for general information, photos, and other needs.
- Provide proofreading, editing, and writing services for public-facing communications such as news releases, interviews, among other things.
- Coordinate the creation, writing, and drafting of digital marketing materials, as well as the production and maintenance of website content.
- Write recurring annual gift requests, appeals, inquiries, stewardship and grant reports and other correspondence with major donors, alumni, and friends for the Office of Advancement & Alumni Engagement.
- Create, organize, and coordinate a resource collection to share written content, such as student data, University highlights, and talking points for fundraising, grants and public relations.
- Coordinate and create content for eNewsletters for internal and external audiences.
- Contribute content for the alumni magazine.
- Create compelling content that tells the Ozarks story through a broad range of materials that support marketing objectives including print publications, advertising and online channels.
- Create strategic public relations campaigns and messaging for different programs, events, and departments on campus in order to better highlight University services and community.
- Copy edits and proofs the department's publications, brochures, catalogs, event calendars, reports, and other materials

QUALIFICATIONS:

- Bachelor's degree required.
- Two years' experience in marketing, advertising, public-relations, communications or related fields.

ABOUT UNIVERSITY OF THE OZARKS

Ranked in the Top 10 of Southern region comprehensive baccalaureate institutions by U. S. News & World Report, University of the Ozarks is a Presbyterian-related institution that blends the liberal arts and professional preparation in a student-centered environment emphasizing quality teaching and student learning. The University serves approximately 800 undergraduate students on a beautiful campus in Clarksville, Arkansas, located along Interstate-40 approximately 90 miles northwest of Little Rock, and nestled between the Arkansas River and the Ozark Mountains. The University serves students from diverse religious, cultural, educational and economic backgrounds and welcomes students from throughout the U.S. and from more than 20 countries around the world. Knowing that diversity contributes to academic excellence and rich and

rewarding communities, Ozarks is committed to recruiting and retaining a diverse faculty, staff and student body. The University is especially interested in applicants with diverse backgrounds and experiences and those with a successful record of teaching and working with diverse students, including historically underrepresented minority students and other underserved populations. Recent campaigns have enhanced facilities, academic programs and other campus initiatives. For more information about University of the Ozarks, visit www.ozarks.edu.

APPLICATION PROCEDURES

Review of applications will begin immediately and will continue until the search is completed. Please send a letter of interest; resume; writing sample; and three current references to: humanresources@ozarks.edu.