

# Web Content Specialist

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## Position Details

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### Position Information

<b>Position Title</b>	Web Content Specialist
<b>Department/Unit</b>	Communications, Marketing & Creative Services
<b>Location</b>	Halifax
<b>Posting Number</b>	S120-20
<b>Employee Group</b>	DPMG
<b>Position Type</b>	Term
<b>Duration of Contract (if applicable)</b>	24 months
<b>Employment Type</b>	Full Time
<b>Full-time Equivalency (FTE)</b>	1.0
<b>Salary</b>	\$51,504 - \$69,683 per annum
<b>Classification</b>	ADM-05

**Provisional Statement** This is a provisional classification. Formal classification procedures will be initiated by the Compensation & Job Evaluation Unit in approximately six months.

**About Dalhousie University** Dalhousie University is Atlantic Canada's leading research-intensive university and a driver of the region's intellectual, social and economic development. Located in the heart of Halifax, Nova Scotia, with an Agricultural Campus in Truro/Bible Hill, Dalhousie is a truly national and international university, with more than half of our 19,000 students coming from outside of the province. Our 6,000 faculty and staff foster a vibrant, purpose-driven community, that celebrated 200 years of academic excellence in 2018.

**Job Summary** Now more than ever, the importance of a strong, digital presence is key to Dalhousie's mission. Reporting to the Digital Marketing Manager, the Web Content Specialist is responsible for developing editorial web content to support the redevelopment of dal.ca, serving as a project manager when appropriate, advising/following web user experience (UX), information architecture (IA) and search engine optimization (SEO) best practices, and providing university stakeholders with web authoring training and writing support. The incumbent contributes to building strategic integrated communications across the university, through relationship development and collaboration with university stakeholders and team members.

**Key Responsibilities**

- Work to support web content migration from Adobe Experience Manager (AEM) Classic to Touch UI, including when required, working w