

Web Content Editor

The University Libraries seeks to recruit a collaborative, detail-oriented Web Content Editor with experience in professional writing and customer service to join our team. Working within the Digital Strategies and Innovation division, this position reports to the Web Development Team Lead. The successful candidate will be joining the unit that maintains the technical infrastructure and development for services used to support research, teaching, learning, and scholarly communication.

The Web Content Editor will play a key role in supporting websites and applications used by millions of unique visitors annually. Utilizing project management skills, they will coordinate and facilitate the placement of content and web components on the University Libraries' public website with a focus on user experience, accessibility, and customer service. They will partner with staff from across University Libraries to make sure that our websites and applications provide high-quality, consistent, accurate, and up-to-date information for our users. They will monitor, evaluate, analyze, and report web analytics/activity for the website, collaborate with the University Libraries' communications and marketing team to ensure consistent messaging and branding across the website and assist with usability studies and research. They also work to improve services to patrons with disabilities through usability and accessibility measures across all University Libraries' web presences.

Position Responsibilities:

- **Content Maintenance**
 - Develop and maintain content for websites and applications, including but not limited to:
 - Editing and maintaining web content, including structured content based on content types and templates (User profiles, hours of operation, etc).
 - Using basic HTML and CSS to create headings, lists, and other document features.
 - Working with panels, views, users, site alerts and more in legacy and modern versions of Drupal.
 - Working with subject matter experts to ensure that content is accurate and up to date.
 - Support content maintainers in developing and maintaining their own content for various web sites and applications.
 - Approve content developed by library personnel based on the content strategy policy and web best practices.
 - Lead the libraries' annual content audit by drafting correspondence and following up with individual content maintainers.
 - Develop content maintainer training materials on writing for the web, using Drupal, OU Libraries policies, and other topics.
 - Adhere to professional writing standards of grammar and composition, as well as best practices for web-based writing.
 - Help to develop and enforce the content strategy policy when appropriate.
 - Participate in projects and sprints.

- **Customer Service**
 - Answer customer service inquiries, including but not limited to:
 - Accessing and using the customer service ticketing system to reply to patrons.
 - Making and using templates to answer common questions for efficiency and quality.
 - Using excellent written communication skills and customer service skills to draft correspondence with patrons.
 - Using the system to report statistics about each ticket.
 - Referring tickets to other departments when appropriate.
- **Accessibility and Usability**
 - Assist with usability studies for our websites and applications, including but not limited to:
 - Recruiting participants for studies
 - Gathering user feedback and statistics
 - Synthesizing results and identifying recommended improvements
 - Help ensure that our websites and applications meet relevant accessibility standards by
 - Performing both automated and manual reviews of site content
 - Resolving accessibility issues with web content
- **Analytics and Insights**
 - Perform data-driven analysis of sites to drive continuous improvement of systems.
- **Assisting Web Development unit in routine tasks**
 - Other duties as assigned.

Qualifications:

Required Education and Experience: Bachelor's Degree in Business Administration, Marketing, English, Journalism, Communications, or related field AND:

- 24 months of related experience.

Equivalency/Substitution: Will accept 48 months of experience in lieu of Bachelor's Degree for a total of 72 months related experience.

Skills:

- Ability to work with diverse groups of people in a respectful, equitable and inclusive way.
- Excellent oral and written communication skills, including the ability to effectively communicate with end-users at varying technological skill levels.
- Ability to work independently and collaboratively.
- Excellent organizational and time-management skills.
- Ability to multitask and perform several different types of tasks through a given day, ranging from the handling of urgent requests to long-term planning and office administration.
- Critical thinking skills, including an aptitude to research, collect, and analyze data and prepare reports or responses to inquiries.

Preferred Qualifications:

- Experience working as part of a remote-first team.
- Experience working in higher education and/or libraries.
- Experience using a ticketing system to manage issues and communicate with users.
- Experience with OU systems and procedures.
- Experience troubleshooting technology, especially web sites.
- Knowledge of basic HTML and CSS.
- Knowledge of the Drupal CMS.
- Knowledge of web accessibility standards and best practices.
- Advanced writing and editing skills.
- Demonstrated project management experience.

About University Libraries

University Libraries seeks to create an atmosphere in which diverse thought and experiences are valued and that promises opportunities to succeed and thrive. Named an “Education Futurist” and recipient of a Campus Technology Innovators Award, the University of Oklahoma Libraries’ award-winning facilities and resources create opportunities for faculty and students to excel. We invest in our organization by recruiting individuals committed to superior user experience and by actively strengthening and expanding our skills and capabilities.

The University of Oklahoma Libraries’ team consists of 16 library faculty, 51 professional staff, and 35 classified staff, as well as graduate and undergraduate assistants. Facilities include the Bizzell Memorial Library located in the heart of campus, Monnet Hall, hosting the Western History Collections, and three branch libraries: Architecture Library, Youngblood Energy Library, and Fine Arts Library. Affiliated OU libraries, not within the administrative oversight of University Libraries, include: the Donald E. Pray Law Library on the Norman campus, Robert M. Bird Health Sciences Library on the Oklahoma City campus, and the Schusterman Library on the Tulsa campus.

The University of Oklahoma Libraries is the largest academic research library in the state of Oklahoma containing more than 5.4 million volumes (including 1.8 million eBooks), 3.6 million microform materials, over 300 databases, and 170,000 serials. Outstanding special collections include the History of Science Collections, with 100,000 volumes; the Western History Collections, with over 12,000 linear feet of manuscripts, 2 million photographs, 80,000 volumes, 2,700 sound recordings, 5,000 cartographic resources, and 580 works of art; the Harry W. Bass Business History

Collections, with over 23,000 volumes; the John and Mary Nichols Rare Books and Special Collections, with over 12,000 volumes; and the Chinese Literature Translation Archive, which houses nearly 10,000 volumes and thousands of documents relating to translators of modern Chinese literature in the West.

University Libraries is a member of the Association of Research Libraries, Center for Research Libraries, Coalition for Networked Information, Greater Western Libraries Alliance, Scholarly Publishing and Academic Resources, Council on Library and Information Resources, Digital Public Library of America, HathiTrust, Western Storage Trust, Open Textbook Network, Library Publishing Coalition.

About the University

[The University of Oklahoma](#) serves the educational, cultural, economic, and healthcare needs of the state, region, and nation from three campuses: Norman, Health Sciences Center in Oklahoma City, and Tulsa Schusterman Center. The university is home to over 31,000 students, more than 3,500 faculty and 8,000 staff across all three campuses and is supported by a \$2 billion budget and an endowment of \$1.52 billion. In 2014, OU became the first public institution ever to rank #1 nationally in the recruitment of National Merit Scholars. The 277-acre Research Campus in Norman was named the No. 1 research campus in the nation by the Association of Research Parks in 2013.

The central campus and administrative offices of the University of Oklahoma are located in Norman, a city of more than 120,000 residents. Norman is often cited in “best places to live” rankings and is a culturally rich and vibrant community with outstanding schools, amenities, and a low cost of living. See [visitnorman.com](#) for more information about Norman. The state capital, Oklahoma City, is located 20 miles to the north. With over 1.35 million residents and a unique central plains heritage, the Oklahoma City metro is home to a diverse and lively array of arts, culture, dining, sports, and entertainment. For more information about Oklahoma City, see [visitokc.com](#)

Applications

All applications must include a cover letter, resume and list of three professional references. Hiring will be contingent upon submission of academic transcripts. Interested individuals may review the full position description at [libraries.ou.edu/jobs](#). To apply for this position, go to <https://jobs.ou.edu> and search for [job number 240672](#).

Diversity Statement

The University of Oklahoma is committed to achieving a diverse, equitable, and inclusive university community by recognizing each person's unique contributions, background, and perspectives. The University of Oklahoma strives to cultivate a sense of belonging and emotional support for all, recognizing that fostering an inclusive environment for all is vital in the pursuit of academic and inclusive excellence in all aspects of our institutional mission.

Equal Employment Opportunity Statement

The University of Oklahoma, in compliance with all applicable federal and state laws and regulations, does not discriminate based on race, color, national origin, sex, sexual orientation, genetic information, gender identity, gender expression, age, religion, disability, political beliefs, or status as a veteran in any of its policies, practices, or procedures. This includes, but is not limited to, admissions, employment, financial aid, housing, services in educational programs or activities, and health care services that the University operates or provides.