

The Web Content Manager will take strategic role in managing the day-to-day site content management for a health care provider in the Hampton Roads Area. This position will be responsible for working with content stakeholders to manage content development and workflow. In addition the qualified candidate will be responsible for Web content creation, creation of e-newsletters, and generating new ideas for adding interactivity and driving traffic to the Web site.

RESPONSIBILITIES

- Manage the consistency and accuracy of the overall site presentation, including content, design, and navigation
- Coordinate with management, marketing, and public relations teams to implement new content ideas that present an on-target message and evolve the site to meet the end users' needs
- Participate in design meetings for new Web solutions, provide feedback to team members on recommended approaches, and research new interactive solutions
- Write compelling and engaging content for the web site, micro sites and email marketing campaigns
- Update the content on the Web site as needed
- Adhere to accepted industry standards and best practices for Web development and administration
- Participate in cross-functional teams to define next-generation requirements, seek ways to enhance functionality and personalization
- Provide monthly analysis of web site traffic trends
- Perform additional duties as assigned by management

QUALIFICATIONS

- Excellent writing, editing, and proofreading skills. Knowledge of AP Style a plus.
- Proven ability to produce high-quality content packages under tight deadlines
- Strong oral and written communication skills
- Good project-management skills and attention to detail
- Ability to self-start and work effectively under minimum supervision but be able to be a great team player
- Strong troubleshooting, analytical, and problem-solving skills
- Ability to organize and manage multiple project priorities simultaneously and effectively
- Proven experience resolving project issues, developing cross-departmental consensus, collaboration and coordination in difficult business and technical situations
- Familiarity with HTML/Dreamweaver/Web content management tools
- B.A. in Communications, Public Relations, Marketing, English preferred
- Experience in the healthcare industry a plus

No phone calls please. Please e-mail resume with a cover letter and samples to elizabeth@launchint.com.