



Department: Wellbeing Center

Job Title: Blog Content Manager

Reports to: Event & Activities Coordinator, Student Marketing Director

Number of Work Hours per Week: 5-20¹ hours per week

Summary:

Blog Content Managers are a part of the Student Marketing Team within the Wellbeing Center. Blog Content Managers are responsible for creating weekly blog articles for the Wake Forest Wellbeing Center (which includes the departments of Campus Recreation, the Office of Wellbeing, and Student Health Service). Articles should encompass topics regarding fitness, wellbeing, mindfulness, and lifestyle. The role of Blog Content Manager for the Student Marketing Team requires writing skills, effective communication skills and the ability to work both independently, as well as part of a team. This role for the Student Marketing Team requires writing and communication skills, and preferred prior WordPress knowledge, though Marketing training will be provided (see preferred knowledge, skills, and abilities). All content created is expected to uphold standards as set forth by Wake Forest University and the Wellbeing Center.

Essential Functions:

- Write weekly blogs regarding student wellbeing, including fitness, wellbeing, mindfulness, and lifestyle
- Edit, schedule, and post blogs on the Campus Recreation WordPress
- Positively represent the Wellbeing Center and Wake Forest University
- Attend staff meetings and required trainings
- Able to respond to emails in a timely manner
- Able to complete assigned tasks in a timely manner

¹ Flexible scheduling

- Able to meet at least three times per semester with the entire team and/or in an individual meeting with the Marketing Director

Required Knowledge, Skills, and Abilities:

- Excellent communication, time management, and organizational skills
- Strong writing and editing capabilities
- Strong time-management skills
- Willing to take creative initiative
- WordPress experience, if applicable
- Previous blogging and/or marketing experience
- Reliable, truthfully, and punctual
- Ability to uphold and clearly communicate facility and university rules and regulations; apply safe practices, hold users accountable

Compensation/Incentives: Within the Wake Forest Wellbeing Center there are opportunities to assume additional responsibilities within the marketing team. All employees are eligible for performance-based incentives.

Note: This position profile identifies the key responsibilities and expectations for performance. It cannot encompass all specific job tasks that an employee may be required to perform job-related duties as may be reasonably assigned by his/her supervisor.

Campus Recreation seeks to recruit and retain a diverse workforce and encourages qualified candidates across all group demographics to apply.

Contact: Lexie McClure (mcclura@wfu.edu) for additional information