



EURMOST

European University of
Research & Modern Studies

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JOB DETAILS

JOB SNO	: ADMM220803
Position	: Senior Content Creator and Editor
Department	: Information Technology Department
Location	: Remote Working / Tartu (Preferred)
Salary Range	: € 900 to € 1,800 per month
Qualifications	: Bachelor's or Master's degree in relevant subjects
Attributes	: Good Communication Skills, Good personality, Willing to travel.
Languages	: English – Mandatory, Estonian – Highly Desirable, French - Desirable

JOB BRIEF

Driven. Engaging. Innovative. Do these words motivate you? If so, then we want to talk with you. EURMOST offers a rewarding employment experience for those who excel in a dynamic environment and who can consistently deliver high-caliber services. We thrive on ingenuity and pursue ideas every day that lead to extraordinary opportunities for tomorrow.

Are you a creative storyteller? Do you enjoy captivating an audience and bringing real stories to the forefront of their attention? If so, EURMOST is searching for you. We have an awesome opportunity available for a full-time, remote-based Senior Content Creator and Editor.

Candidates must have a passion for storytelling, an ability to write in many different voices and possess an excellent portfolio of work. You will write engaging, creative content across a wide variety of platforms from social to print. We love to brainstorm new ideas! You'll also take the lead on managing multiple projects from beginning to end.

The Senior Content Creator and Editor is a versatile, precise, and fast writer who produces a broad range of institutional writing and communications. The Senior Content Creator and Editor is a quick study who can turn around public statements, talking points, campus-wide emails, and related communications that span a broad range of issues. To be successful, the Senior Content Creator and Editor must be curious, quick thinking, and able to research thoroughly and write impeccably with minimal direction.

Topics that the Senior Content Creator and Editor will cover include the full range of issues at a research and teaching Institute, —from artificial intelligence to community relations. Attention to detail and nuance is essential. The ability to write fast and turn around assignments quickly without compromising quality is critical. The ability to learn the character and ethos of EURMOST will be important, as well as knowing how to find information from internal offices and sources. A general understanding of higher education issues, public policy, and relevant trends is desired.

The Senior Content Creator and Editor is a key member of the Institute and is expected to work collaboratively with colleagues such as those in media relations, social media, and the

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university's in-house news team. Prior experience in higher education is not required. A positive, problem-solving attitude is essential.

RESPONSIBILITIES

- Create, Modify and Monitor University Social Media Accounts, Website, Student Portals, Google Analytics etc.
- Develop Content for University Social Media Accounts, Website, Student Portals etc.
- Identifies and writes brand stories that highlight student, faculty and alumni success, research and program accomplishments.
- Ensures communication messages are consistent and aligned with strategic goals.
- Collaborates with media specialist to coordinate stories and content for social media.
- Assists with scripts and video production for posting on social media and web.
- Engages in issue management and crisis communications functions.
- Creates and coordinates overall PR messaging for the department
- Develops social media strategies for integrated media campaigns.
- Ensures brand consistency across all digital media channels.
- Collaborates with departments to scope website content.
- Prioritize and manage ticket requests from clients / students / staff.
- Communicate workload and timelines with clients, students, staff and team members.
- Basic photo editing such as cropping and compressing images for website performance.
- Create google analytics dashboards for clients to monitor website performance.
- Monitor reports for broken links, accessibility issues, redirects, etc.
- Ensure websites are up to Web Content Accessibility Guidelines.
- Ensure a consistent look and feel is maintained throughout various websites.
- Edit and proofread web content for grammar and consistent writing style/conventions.
- Publish a large volume of information in an accurate, well-organized, and timely manner.
- Build pages in Website, Portal, LMS, Social Media, Brochures, Handouts and determine page layouts, arrangement of content, etc.

This description is a summary only and is describing the general level of work being performed, it is not intended to be all-inclusive. The duties of this position may change from time to time and/or based on University requirements. We reserve the right to add or delete duties and responsibilities at the discretion of the supervisor and/or hiring authority.

QUALIFICATIONS

- Bachelor's or Master's degree, preferably in English, journalism or related coursework.
- 5-7 years of experience writing in environments that required versatility, speed, high standards, and careful attention to detail. Must have experience in science and technology writing. Experience with social media and content marketing is required.
- Knowledge of online content strategy and creation.
- Excellent writing, editing, and proofreading skills. Must be able to edit and proofread copy as needed.
- Experience with SEO. Must be able to use SEO principles to maximize copy's reach and understand best practices.

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- Excellent research skills. Must be able to source images and other content and understand keyword research.
- Collaborative spirit.
- Excellent time-management and organizational skills.
- Superior interview skills
- Ability to collaborate with designers, PR and other professionals on large- and small-scale marketing projects (e.g. email campaigns and landing pages).

ATTRIBUTES

- Excellent writer with ability for compelling storytelling.
- Well-polished interpersonal skills with a documented track record for successful interviewing.
- Positive, problem-solving attitude
- Curiosity and innovative thinking
- Excellent work ethic and must be efficient in managing his/her/their time in meeting deadlines and coordinating work under pressure to meet deadlines.
- Team player and work well across multi-layered teams.
- Proficient in MS Office, SharePoint, Teams, Adobe and related file-sharing/editing software.
- Must be able to recognize newsworthy activities and solid story ideas, work as part of a team and independently.
- Discretion and trustworthiness: you will often be party of confidential information
- Flexibility and adaptability, Tact and diplomacy, Ability to be proactive and take the initiative
- Outstanding organizational management skills, Great multitasker & Logical thinker.
- A knowledge of standard Graphics software packages and the ability to learn company-specific software if required. Up-to-date with latest office gadgets and applications
- Excellent written and verbal communication skills and ability to communicate effectively with academia and industry.
- Comfortable in speaking up and navigating complex internal processes and structures.
- Entrepreneurial mindset, self-starter and innovative thinker while at the same time being able to navigate multi-layered channels within the University and working across multiple teams.
- Team-player who can collaborative effectively across many teams within the University.
- Open-minded and assertive when collaborating and working within our team and with other groups within EURMOST. Must be able to speak up in both academic and industry conversations.

POSTING

The position can be started remotely though physically, the initial posting shall be in Tartu, Estonia. Subsequently, based on your performance, you may be offered a transfer to our other locations. Travel within and outside the country may have to be taken up regularly.

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