

TOURO  COLLEGE  
JOB POSTING

**Online Content Editor/Writer**

Reports to: Managing Director of Web Services  
Status: Full Time  
FLSA: Exempt  
Location: Manhattan

**About Touro College:**

*Touro is a system of Jewish-sponsored non-profit institutions of higher and professional education. Touro College was chartered in 1970 primarily to enrich the Jewish heritage, and to serve the larger American community. Approximately 19,000 students are currently enrolled in its various schools and divisions. Touro College has branch campuses, locations and instructional sites in the New York area, as well as branch campuses and programs in Berlin, Jerusalem, Moscow, Paris, and Florida. Touro University California and its Nevada branch campus, as well as Touro College Los Angeles and Touro University Worldwide, are separately accredited institutions within the Touro College and University System. For further information on Touro College, please go to: <http://www.touro.edu/media/>.*

**JOB SUMMARY:**

Touro College is launching a major redesign of their main website as well as sites for all of their schools. Part of that redesign will be a content assessment and overhaul. The Online Content Editor/Writer will first be involved with rewriting static page content for the new websites as well as helping to develop dynamic content moving for the websites.

**JOB RESPONSIBILITIES:**

Duties includes the following but not limited to:

- Works with the redesign firm to assess content, rewriting the content for the static pages to match the style and voice of the new website, as well as writing new content for static pages.
- Writes compelling content - web stories - for the main and school sites (coverage of events, projects, profiles, etc. The things that show Touro as an inviting, engaging, dynamic place.)
- Edits submitted student/faculty writing as necessary.
- Helps build Touro's online community.
- Makes sure all writing is web and SEO friendly (guidance and training can be provided).

## **REQUIREMENTS:**

### **Education, Preparation, and Training**

- Bachelors degree
- Actively involved with social media. Experience with online writing.

### **Skills**

- Strong story-telling and writing skills
- Creative thinker, passionate about content, determined to seek out the story
- Strong headline writing skills
- Strong interviewing skills – you know the right questions to ask
- Good editor, can edit copy to match a certain style or voice
- Excellent project management and strong interpersonal skills
- Can work independently and collaborate with a team
- Comfortable/willing to learn CMS (content management system) to update and upload content.
- Knowledge of/integration with social media a plus
- Contributes to editing guidelines for internal/external editors
- Ability to work on simultaneous projects
- Willingness to “dig in” and do the work required to get great content
- Excellent grammar, spelling and English usage
- Ability to interact with people from diverse backgrounds

### **Physical Demands**

- Extensive time sitting and standing
- Extensive use of computers
- Ability to lift 5 lbs.

### **Computer Skills**

- Comfortable on the web

### **Travel**

- Minimal travel to local campuses, as needed.

### **Application Procedure:**

Please send your resume and portfolio, salary expectations, to:

[lisa.halberstam@touro.edu](mailto:lisa.halberstam@touro.edu). The subject line of your email should read: “Online Content Writer”

*Touro College is committed to the principles of equal employment opportunity. Our practices and employment decisions regarding employment, hiring, assignment, promotion, compensation, and other terms and conditions of employment are not be based on an employee's race, color, sex, age, religion, national origin, disability, ancestry, military discharge status, sexual orientation, marital status, genetic predisposition, housing status, or any other protected status, in accordance with applicable law. Our policies are in conformance with Title IX, 1972 Education Amendments*