

Content Creator/Editor - University Communications and
Marketing
Tufts University

Direct Link: <https://www.AcademicKeys.com/r?job=261008>

Downloaded On: Aug. 12, 2025 3:54am

Posted Aug. 11, 2025, set to expire Dec. 31, 2025

Job Title	Content Creator/Editor - University Communications and Marketing
Department	Communications and Marketing
Institution	Tufts University Medford, Massachusetts
Date Posted	Aug. 11, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
Job Website	https://jobs.tufts.edu/jobs/22194?lang=en-us&iis=Job+Board&iisn=AcademicKeys
Apply By Email	
Job Description	

Overview

The University Communications and Marketing's Content team tells the Tufts story through award-winning content production, including writing, multimedia production, and photography.

What You'll Do

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The Content Creator/Editor ensures high-quality content delivery across the full range of available media and for distribution across all available channels, with a focus on Tufts Now, the university's news site, and the university's social channels. The person in this role will tell the story of the university—the research of our faculty, the ideas of our students, the impact of our alumni, the opportunities represented by our degree programs—in a highly compelling manner.

Essential Functions:

- Produces high-quality content in line with University Communications and Marketing (UCM) content strategy—which is digital-first, platform-independent, nimble, and forward-looking.
- Produces content from initial assignment/concepting, through editing and production, to final edits—and within the full range of available media, including text (short- and long- form), photo, video, and audio.
- Applies exceptional organizational skills in working according to the production schedules.
- Actively maintains subject-matter expertise and connections to stakeholders outside UCM, as needed.
- Actively embraces new tools, training opportunities, and processes required to produce the high-quality content that the university requires—both in text-based and multimedia formats.
- Uses available analytics and trends (social and search) to inform idea pitching and content framing.
- Actively monitors the news for issues where the university has relevant expertise to be brought to bear—either through the creation of new content or the recirculation of existing content.
- Works closely with colleagues throughout UCM to ensure that content supports the goals of the marketing and media relations teams. Embraces the importance of collaboration and engagement with the digital-first model, including the need for SEO, writing for social and email, content marketing, etc.

What We're Looking For

Basic Requirements:

Knowledge and experience typically acquired by:

- 2-3 years of demonstrated experience producing content in a deadline-oriented environment, with a high-volume portfolio of superb work, across multiple channels
- Sharp writing, editing, and time-management skills and keen attention to detail
- Experience producing multimedia content, including audio, images, and video
- Demonstration of impeccable ability to manage multiple projects simultaneously and to turn around timely assignments quickly
- Sophisticated (and ever-expanding) experience with emerging and evolving technologies, especially AI
- Familiarity with or willingness to learn content production tools (including WYSIWYG multimedia tools, simple image editing, audio editing in Audition, etc.)
- Experience with content management systems and optimization for social, mobile, SEO, email, and web usability, including accessibility
- Skill in establishing fruitful collaborations with colleagues that enrich the professional experience and greatly improve the end-product
- Bachelor's degree or equivalent years of relevant experience

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Preferred Qualifications:

- Experience with content production in the arts and sciences and/or campus life.
- Familiarity with higher education environments
- Experience with proactive pitching of ideas with topical news hooks
- Strong desire to work in a collaborative environment

Pay Range

Minimum \$65,900.00, Midpoint \$82,300.00, Maximum \$98,800.00

Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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