Job Description: Temporary Digital Journalist

The University of Pennsylvania Carey Law School is one of the nation’s oldest and most distinguished law schools. We offer a distinctive cross-disciplinary legal education, drawing on the depth and breadth of the University of Pennsylvania. The resulting intellectual opportunities and professional relationships bridge traditional boundaries and disciplines, making Penn Carey Law an extraordinary supportive academic community for its scholars and students alike.

The Temporary Digital Journalist is a strategic thinker and results-driven producer with a proven track record of storytelling, reporting, and publishing. Creating content for the Law School’s website and social media platforms, the incumbent will build and execute creative content that drives innovative, multi-platform communications and ensures all messaging adheres to the University of Pennsylvania Carey Law School’s strategic plan and institutional priorities.

Key Responsibilities:

- Develop and write content highlighting faculty, alumni, students, senior leadership, and the benefits of the institution’s innovative programming, so that a variety of internal and external audiences are informed about, engaged with, and connected to the University of Pennsylvania Carey Law School
- Develop and write original content and update existing content for Law School digital and print publications
- Work with Communications and Development and Alumni Relations offices to curate content for weekly email
- Develop an understanding of the internal and external stakeholders' goals in order to advise colleagues on content creation
- Identify and interview appropriate faculty, students, staff, and alumni as subjects for communication pieces
- Stage finalized content in the content management system
- Monitor and post institutional media clips (faculty, students, alumni) to the website daily
- Write and post content across social media channels using best practices with keen attention to managing brand and identity
- Work with the Associate Director for Communications and Sr. Digital Communications Specialist to execute a social media strategy to enhance the University of Pennsylvania Carey Law School brand, increases visibility and deepen relationships and engagement with key audiences
• Build and maintain relationships with external constituents and appropriate social media influencers
• Provide editorial oversight for material submitted by colleagues for the website to enhance style and readability appropriate to the target audience
• Maintain consistency, quality and unified voice across the Law School materials
• Actively participate in developing creative, practical ideas and plans for long-range and short-range communications campaigns
• Other duties as assigned

Qualifications:

• A Bachelor's degree is required; a JD or related advanced degree preferred.
• Three to five years of related professional experience is required; demonstrated journalistic or other high-level, high impact writing or publishing preferred.
• Must possess exceptional writing ability and have proven experience conveying complex or technical subject matter in clear, engaging, and concise language.
• Experience working in a content management system, attention to SEO objectives a plus.
• A general understanding of social media trends and creativity in terms of brand awareness and visual/graphic content creation.
• Demonstrated ability to work collegially and collaboratively in a service-oriented environment, as well as managing projects independently according to firm deadlines.
• A sense of humor while working in a fast-paced environment is a plus.

28 hours/week, June 1, 2020 – May 31, 2021.

Job Types: Part-time, Temporary

Number of positions: 1

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To apply: Please send a cover letter and resume to randers@law.upenn.edu.