

Web Content Editor

Position Overview

Web content editors are responsible for planning, creating, editing, and publishing information on the Asante Africa Foundation website. The work involves close collaboration with the organization's communication department and their team of graphic designers, writers, and media consultants. Content editors may produce material for publication on websites on companies' internal intranets or on the public Internet.

Responsibilities

Content Development

- Working with contributors, such as copywriters, product managers, marketing executives, researchers, photographers, publishers or image libraries to gather material for websites.
- Checking content for accuracy and ensuring that they comply with copyright and privacy regulations.
- Editing copy to make it easy to read on a website page or convert longer content to a format that visitors can download. To meet the needs of visitors who view websites on tablet computers or smartphones, editors must modify content so that it is easy to view on smaller screens.
- Writing material.

Monitoring

- Contacting contributors to find out if material needs to be updated, and encouraging contributors to supply new content to keep the website fresh for returning visitors.
- Monitoring visitor behavior by reviewing website statistics.
- Checking page popularity by the number of visitors.
- Removing content that has low levels of interest.
- Encouraging feedback by providing the means for visitors to leave comments.

Qualifications

- A bachelor's degree in English, journalism, or mass communication.
- Previous experience in an editorial or web-related position is an advantage
- Excellent writing and editing skills. A talent for brevity, which is a must in website copywriting, and the ability to produce content within tight deadlines.
- An understanding of the special requirements of writing for the Web – particularly the use of keywords, hyperlinks, and navigation.
- Attention to detail, with excellent spelling, grammar and punctuation skills.
- Good interpersonal skills to work well with contributors, designers, and webmasters.
- Organizational skills to help in collating material from multiple sources.
- An interest in nonprofit work.