

## Advert for Graduate Fellows No. 1/2023 - Addendum

Busitema University is a Public University established by Statutory Instrument No. 22, 2007 enacted by Parliament of Uganda on May 10, 2007. Busitema is a Multi Campus University located in Eastern Uganda. The Vision of the University is to be 'A Centre of Academic and Professional Excellence in Science, Technology and Innovation' and its Mission is 'To provide high standard training, engage in quality research and outreach for socio-economic transformation and sustainable development.

The University is desirous of recruiting a Graduate Fellow to fill a temporary position for six (6) months and shall be responsible for developing content for the University's Websites and other media outlets.

### **i. Job Description**

The Content Developer shall be a creative, dedicated member of the University Website Development and Management Committee whose responsibilities shall include but not limited to: creating original content for the University websites and marketing/ advertising content that includes original and copywriting, graphics, and technical work. The content developer must also adhere to SEO best practices.

### **ii. Skills**

- Good Communication, research, and teamwork skills.
- Good working knowledge of content management software
- Basic knowledge of HTML
- An eye for detail.

### **iii. Responsibilities**

- a) Develop content goals and strategies and pitching ideas to the Website Development/ Management Committee and Office of Institutional Development
- b) Through the Chairperson Website Management/ Development Committee, collaborate with other departments and Staff and brainstorming subjects for creative content.
- c) Creating unique, simple-to-understand, and user-friendly content using good SEO techniques.
- d) Writing new web content and editing existing content.
- e) Editing and proofreading new content before publication.
- f) Managing the distribution of content through the various digital communication channels, including social media.
- g) Analyzing performance indicators and web traffic and determining the effectiveness of created content.

### **vi) Content Developer Requirements:**

- a) Bachelor's degree in computer science, marketing, mass communication, education, library and information science, law, or a related field.
- b) Experience in original and copywriting, graphic design, or a related field is required.
- c) Strong working knowledge of content management applications, including Drupal, WordPress, Photoshop, and Flash.
- d) Good working knowledge of HTML, CSS and SEO.
- e) Excellent written and verbal communication skills.
- f) Strong attention to detail, multitasking, and analytical skills.
- g) Ability to work independently and as part of a team.