



Position Title:	Copywriter	Job Code:	0184
Reports To:	Editorial Director	Job Group:	PENC
Department:	Division of College Communications	Salary Grade:	14
Prepared By/Date:	Carol Flynn/01-30-2006	FLSA Status:	Exempt
Approved By/Date:	Irene Munoz/04-01-2011		
Revised:	Donna French/03-31-2011		

Summary:

The Copywriter is responsible for researching and producing creative copy and editorial content that bolsters the college's mission.

Essential Duties and Responsibilities:

- Develops and writes creative copy to publicize the college, its programs, activities, faculty, students, and staff
- Conducts initial research for stories in publications and proposes story ideas
- Contributes a unique, creative interpretation of editorial content for the college
- Collaborates with college clientele and works on teams with Marketing Communications, design staff and writers
- Scans the environment for new writing trends and styles which allow the college to remain at the cutting edge of communications content and strategy
- Monitors and analyzes programs and activities at the college and assists in developing appropriate strategies for publicizing them to the news media
- Copy editing and proofing of the department's publications, brochures, and catalogs
- Performs other duties as assigned

Knowledge, Skills and Abilities:

- Knowledge of technologies such as manuscript submission systems, editing software, and content management systems
- Knowledge and understanding of college organization, goals and objectives, and policies and procedures
- Knowledge and commitment to the community college mission
- Knowledge of desktop publishing in PC and MAC platforms
- Outstanding communications skills, verbal and written
- Superior knowledge of grammar, AP Style, collegiate terminology
- Excellent organizational and communications skills (both oral and written)
- Highly developed interpersonal and diplomatic skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community
- Ability to perform creative writing and related activities such as conducting interviews and research
- Ability to exercise sound judgment in decision-making
- Ability to effectively present information and respond to questions from top management, groups of managers, clients, and the general public
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists
- Ability to work with user communities of diverse backgrounds and skill levels
- Ability to work in a multi-ethnic and multi-cultural environment

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The employee is occasionally required to stand and walk.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Bachelor’s degree (BA or BS) from an accredited college/university in a related field of study such as Journalism, English, Integrated Communications, or related discipline and five (5) years of directly related copywriting experience with editorial skills.
- Must possess proficiency in Microsoft Office Suite.

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name