



<b>Position Title:</b>	Senior Outreach Writer		
<b>Reports To:</b>	Assistant Director for Communications		
<b>Department:</b>	Division of College Communications	<b>Job Code:</b>	0184
<b>Prepared By/Date:</b>	Carol Flynn/01-30-2006	<b>Job Group:</b>	PENC
<b>Approved By/Date:</b>	Juan Mendieta/01-30-2006	<b>Salary Grade:</b>	14
<b>Revised:</b>	Jennifer C. Brito/05-12-2009	<b>FLSA Status:</b>	Exempt

### **Summary:**

The Senior Outreach Writer is primarily responsible for researching and producing creative copy and editorial content on behalf of the college as well as the development of scholarly and literary articles for submission to various local and national publications.

### **Essential Duties and Responsibilities:**

- Develops and writes creative copy to publicize the college, its programs, activities, faculty, students, and staff.
- Composes and edits published works on behalf of the college president for local and national consumption on a full range of topical, scholarly and community issues.
- Conducts interviews with college staff and guests; performs extensive research of source materials to obtain and verify facts; analyze sources for accuracy of information and most effective approach to material.
- Contributes a prestigious, creative interpretation of editorial content for the college.
- Explores new opportunities for article and column placement; scans the environment for new writing trends and styles that allow the college to remain at the cutting edge communications content and strategy.
- Collaborates with college clientele and works on teams with Marketing and Publications design staff and writers.
- Performs community related special projects on behalf of the college president.
- Performs other related 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 a PC platform.
- Outstanding communications skills, verbal and written. Superior knowledge of grammar, 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, customers, 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 walk and sit.

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 or related discipline and five (5) years of directly related copywriting experience with editorial skills preferably in an academic environment.
- Must possess proficiency in Microsoft Office Suite.

**ACKNOWLEDGEMENT**

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

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Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name