



Staff Writer

Department: Institutional Marketing & Comm.

FLSA Status: Exempt

Job Status: 1.0 FTE

Reports To: Chief Marketing and Communications Officer

Grade/Level: N/A

Amount of Travel Required: N/A

Work Schedule: M-F, 8:30 a.m. until 5:00 p.m., weekends and evening work as required. 12 month position.

Positions Supervised: N/A

POSITION SUMMARY:

Under intermittent supervision, creates and assists with a variety of written and digital content for use in Austin College publications. Performs essential functions personally, through others, or in conjunction with designated personnel or outside vendors/experts.

ESSENTIAL FUNCTIONS (Duties and Responsibilities):

Reasonable Accommodations Statement

Reasonable Accommodations may be made to enable qualified individuals with physical or mental disabilities that substantially limit one or more "major life activities" to perform the essential functions. Essential functions exclude Other Job Function Statement(s).

Essential Functions:

Researches, interviews, and writes content for print publications and digital media. Examples include press releases, social media content, website copy, recruitment materials, student communications, fundraising collateral, feature stories and other marketing and communication pieces for both internal and external audiences.

Plans, manages, and executes writing projects under minimal supervision (developing content, establishing schedules, meeting deadlines, writing, curating, editing, and ensuring accuracy.)

Provides editing and proofreading for other communications and marketing initiatives to ensure accuracy and alignment of messages with strategic direction of the College.

Prepares and disseminates information to third parties to include local and state media through appropriate channels utilizing a wide range of contributors and delivery mechanisms.

Other Job Function Statement(s) To fully meet job expectations, the incumbent must perform each function in a fully acceptable manner.

Identifies, reviews, edits, and submits newsworthy stories for media outreach and pitches stories to local media outlets.

Performs research and story development for public relations and marketing campaigns.

Other duties as assigned.

POSITION QUALIFICATIONS: (The **minimum** knowledge, skills, abilities, licenses, certifications, and behaviors necessary to fully meet job expectations and to and to perform the essential functions of the job.)

KNOWLEDGE (Defines the mental aspects of the job. Knowledge is obtained through **education, experience, training, licensure, certification, or through a combination of the aforementioned.**)

Minimum: Bachelor's degree in a related field from an accredited four-year college or university. Minimum of one year of professional experience; equivalent experience gained through internships and involvement in campus publications will be considered.

Desired: Three or more years of professional experience preferred. Work experience writing in advertising, journalism, marketing or higher education fields is highly desired.

LICENSE or CERTIFICATION (To include, but not limited to: State requirements, e.g., counselor or nurse; professional certification in a specified discipline, e.g., Certified Public Accountant.) (N/A)

SKILLS (The application of knowledge by the manual, verbal, or mental manipulation of data, words, people, or things necessary to fully meet job expectations and to perform the essential functions of the job.)

To fully meet job expectations, the applicant must:

- write in a variety of different styles, such as press releases, news stories, social media copy, feature stories, and marketing copy. (Applicant shall furnish writing samples of at least three different types of writing along with cover letter and resume.)
- have a knowledge of AP Style and a keen eye for proof reading.
- utilize Microsoft Office (Word, Excel, Outlook, PowerPoint) or appropriate alternative software, e.g., Adobe, to the extent required to effectively perform the essential functions;
- exhibit strong collaborative and organizational skills;
- communicate effectively using a variety of styles and techniques appropriate to inform or persuade the intended audience.

ABILITIES (*Natural talents, developed proficiencies, and or other job-related requirements.* This section includes **observable behaviors or behaviors that produce observable** results necessary to fully meet job expectations of the essential functions.)

To fully meet job expectations, the applicant must have the ability to:

- maintain regular and consistent attendance and arrive on time;
- cognitively perform job duties to include: planning and setting goals; solving or resolving challenges; assigning tasks, directing and evaluating others, writing reports or creating documents; listening by giving full attention to what others are saying; understanding and asking questions appropriately;
- compare and evaluate possible outcomes and act or make a decision after the various possibilities have been considered, free from immediate direction or supervision;
- accept revisions or reversals of recommendations or decisions after review;
- work with all levels of staff, faculty, students and third parties in a collaborative, collegial and effective manner while maintaining professionalism at all times to include behavior and attire;

- develop and maintain positive relationships with local and regional news media and or other third parties;
- maintain confidentiality regarding sensitive matters;
- model high standards of honesty, integrity, trust, and ethical behavior.

PHYSICAL REQUIREMENTS: The following represent the physical requirements of the essential job functions: Physical activities required are finger dexterity necessary to operate equipment used in the position, talking, seeing and hearing. Walking, sitting, bending/stooping, pushing/pulling and minimal unassisted lifting (up to 20 pounds) associated with the job duties is required.

WORK ENVIRONMENT: Typical environment is an office setting with moderate noise. May occasionally work in other locations on or off campus to include outdoors.

Disclaimer: The College has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. ***It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities.*** Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the College reserves the right to change this job description and/or assign tasks for the employee to perform, as the College may deem appropriate.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____

Executive Signature: _____ Date: _____