Publications Writer

Job Code 50011413

General Description
Writes, edits, proofreads and copyedits university publications including electronic media to ensure publications meet established content standards, identify and branding guidelines. Manage Publication Writers and functions as a member of the Office of University Marketing team.

Examples of Duties
Manage Publications Writers and oversee work production.
Meet with clients to develop marketing direction and determine copy content.
Coordinate the collection of information; analyze and research data and develop content strategy.
Create publications and website content and advertising copy that support university brand and image.
Edit and rewrite copy submitted by client.
Proofread publications and web pages.
Fit copy and write headlines.
Document and archive writing and research.
Participate in meetings and/or serve on committees with other university staff and/or faculty.
Perform special projects as assigned.

Knowledge, Skills, and Abilities
Knowledge of: Computers; research and analysis techniques.

Skill in: Producing persuasive, targeted, clear, concise, accurate and grammatically correct internal and external communication; interviewing clients; working on a team; problem solving and decision making; computers.

Ability to: Understand project research and associated materials; display expert writing; proofread and edit content; work under pressure against deadlines.

Experience and Education
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

Other Requirements