

STAFF WRITER/EDITOR I*

Function of Job:

Under general supervision of designated supervisor, develop, prepare, and edit basic written information and communications, including web-based and social media marketing materials, about the college/university and/or other pertinent subjects or programs for dissemination to the college/university's internal and/or external public.

Characteristic Duties and Responsibilities:

1. Developing proper emphasis, write and edit copy for newsletters, reports, articles, press releases website content, and web-based communications and marketing materials as required.
2. Assure accuracy of facts in all communications and secure supervisor's approval as needed, in conformance with college/university policies.
3. Assemble material to be used in preparing copy as needed; select photographs, images, and designs to be used with written materials, web and social media communications.
4. Search out, identify and research pertinent subjects of interest to the college/university community and market the college/university through communications on such subjects.
5. Arrange/conduct interviews with appropriate individuals, as necessary.
6. Review and edit manuscripts and website content as assigned.
7. Monitor websites and social media sites to assess effectiveness of communications, and maintain websites as assigned.
8. Make recommendations regarding use of new media/social media applications.
9. Attend lectures, speeches, meetings, etc., to foster/maintain personal contacts as possible sources of pertinent material and to encourage information exchange.
10. Create videos for web posting.
11. Perform proof reading duties, as necessary.
12. Participate in institutional professional development and training.
13. Perform related duties, as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree in journalism, communications or closely related field, and one year of related communications/media/marketing experience, including editing and writing for publication in print or online at a newspaper, magazine, publishing house, campus publication or similar vehicle.
2. Interpersonal skills.
3. Experience developing web content and with social media professional communications.
4. Experience with social media tools and techniques, as required by department.
5. Marketing experience in traditional areas and new media, as required by department.
6. Creative ability.
7. Research skills.
8. Effective communications skills, both oral and written.
9. Computer literacy and skills as required by department.

Additional Desirable Qualifications:

1. Related work experience in higher education.

12/20/11
System Approval

7/14/11
Effective Date

* Revised - original approved 7/16/76 and revised 5/19/94.

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position