

STAFF WRITER/EDITOR II*

Function of Job:

Under administrative supervision of designated supervisor, develop, prepare and edit written and web-based and social media information and materials, which require originality and creativity, and encompass a large program, college, or university, associated individuals and their activities, and/or other subjects of interest for dissemination to the University System's internal and/or external public.

Characteristic Duties and Responsibilities:

1. Assemble, evaluate, and select material to be used in preparing copy for print or website, website content, and web-based communications and marketing materials as needed.
2. Perform research on pertinent subjects or individuals of interest to the program/college/university community.
3. Conduct interviews, as necessary, with appropriate individuals and prepare plan for developing proper focus of copy/website and social media content to generate desired response.
4. Exercise originality and creativity in developing appealing, stimulating and convincing messages of copy and website and social media content.
5. Consider and recommend use of photographic support and/or software and new media applications, as necessary.
6. Review and edit manuscripts and other material submitted for publication or web posting, being aware of relevant audiences and stakeholders.
7. Attend lectures, speeches, meetings and other major public events, to develop and maintain personal contacts as possible sources of pertinent, publishable material.
8. Assure that written copy/website and social media content is cleared with concerned individuals and other sources prior to publication, as appropriate.
9. Monitor internal and external websites and social media sites to help assess effectiveness of communications and report on results; maintain websites as assigned.
10. Answer queries or requests from outside sources for assistance/information on college/university.
11. Represent the college/university in a public relations capacity by arranging press conferences and interviews.
12. Prepare proposals, reports, case statements, news releases, pamphlets, letters, brochures and other written or web-based materials for various purposes.
13. Create and edit videos for web posting.
14. Proofread written copy; make suggestions regarding layout, design and type; select or help select photographs for publications; prepare specifications for bids; and correct proofs as required.
15. Consult with clients, advise them on manuscript preparation/style and web applications, and conduct workshops, as required.
16. Supervise, evaluate and assign work to staff, as assigned.
17. Maintain inventory of catalogs, publications, and web resources as needed.
18. Participate in institutional professional development and training.
19. Perform related duties, as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree in journalism, communications or closely related field and three years 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. Effective communications skills, both oral and written.
4. Creative ability and originality.
5. Research skills and ability to generate content ideas and create unique pieces to promote the program, college, or university for a variety of audiences.
6. Familiarity with federal and/or postal regulations, copyright law, if required by department.
7. Computer literacy and skills as required by department.
8. Experience with current social media tools and techniques, as required by department.
9. Marketing experience in traditional areas and new media, as required by department.

Additional Desirable Qualifications:

1. Related work experience in higher education.
2. Master's degree in journalism, communications, or closely related field.

* Revised - original approved 6/21/76 and revised 5/19/94.

12/20/11
System Approval

11/21/11
Effective Date

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.