

STAFF WRITER/EDITOR III*

Function of Job:

Under administrative review of designated official, direct the complete publishing/implentation process for one or more major college/university or USNH periodicals/web-based communications, including planning, writing, editing, coordination of work of assigned staff and collaboration with design staff in design/production/website/social media.

Characteristic Duties and Responsibilities:

1. Conceptualize, conduct interviews, write/edit copy, website content, and web-based communications, assemble raw materials and select/organize content for specific assigned publication/web-based communication, carrying out thematic and content goals to achieve organizational objectives.
2. Write/edit copy, proofread and oversee editorial production of other publication(s), website content, and social media communications, as required.
3. Consult with all levels of college/university staff, faculty, and/or alumni or individual authors, as needed, to determine requirements for publication/web-based communication and verify or clarify copy, website and social media materials.
4. Recommend budget for specific assigned publication/web-based project, approve expenditures and monitor with budget.
5. Assist in reviewing the effectiveness of websites and social media sites and recommend changes to enhance the institution's communications and image.
6. Investigate feasibility of and oversee new production forms and software applications, as needed.
7. Initiate and maintain contacts with potential contributors of material for publication/communication.
8. Coordinate bidding and technical production of publication(s) with outside vendors and/or internal publication production sources, as required.
9. Collaborate with design staff on monitoring production schedules to meet publication/web posting deadlines, the type and amount of graphic and/or photographic support and the layout/design of individual publications and web content.
10. Coordinate work of writers with designers/photographers assigned to specific publication/website and social media communications.
11. Participate in staff meetings/conferences with colleges, schools, departments, groups and/or individuals concerned with publication of materials.
12. Monitor distribution and inventory of catalogs, publication, and web resources as needed.
13. Validate and update procedures for production of ongoing publications and web-based communications.
14. Create or assist in the creation of videos for web posting and assist in evaluating effectiveness.
15. Initiate and carry out new projects, as needed, to meet communication goals.
16. Supervise, evaluate, and train staff, as assigned.
17. Participate in institutional professional development and training
18. Perform related duties, as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree in journalism or closely related field and five years of related communications/media/marketing experience, including one year of project or staff supervision production, including editing and writing for publication in print or online at a newspaper, magazine, publishing house, campus publication or similar vehicle.
2. Knowledge of photography, layout and publication/print technology, web-based and social media communications.
3. Effective communications skills, both oral and written.
4. Creative ability and originality.
5. Advanced research skills and ability to generate content ideas.
6. Understanding of public relations techniques and ability to work with people.
7. Familiarity with Federal and/or postal regulations, copyright law, etc., as required by department.
8. Experience with social media tools and techniques.
9. Marketing experience in traditional areas and new media.
10. Computer literacy and skills as required by department.

* Revised - original approved 7/16/76 and revised 7/2/79 and 12/7/94.

Additional Desirable Qualifications:

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

12/20/11
System Approval

12/20/11
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.