DRURY UNIVERSITY JOB DESCRIPTION

JOB TITLE: University Writer/Editor

DEPT: Marketing and Communications

DATE: August 16, 2012

SCHEDULE: Regular, Full-time, 12 mo, M-F

REPORTING SUPERVISOR: Dir of Publications and Creative Services

FLSA: Exempt-Administrative

IPEDS: O/P

JOB FUNCTION:
Has primary responsibility for maintaining the factual accuracy, editorial and stylistic consistency, logical organization, and effective written presentation in campus communications that support the following activities: institutional marketing; fundraising; building and maintaining alumni and donor relations; recruiting and retaining undergraduate, graduate and continuing professional studies students; communicating and promoting the campus's achievements and initiatives. First and foremost, the University Writer/Editor must write with a promotional and creative flair, particularly for fundraising and student recruitment. The incumbent writes, reorganizes, and copy edits for content, emphasis, and style; and reviews copy for accuracy and consistency with established campus editorial standards. Must have experience working as part of a creative team, including concepting with art directors and designers. Must be experienced in writing magazine and brochure copy as well as copy for print advertising and electronic media. It is important that the University Writer/Editor keep abreast of communication trends in higher education through research, networking and professional development.

ESSENTIAL DUTIES AND RESPONSIBILITIES:
This job description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Employees may be required to perform other job-related instructions as requested by the supervisor, subject to reasonable accommodation.

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<thead>
<tr>
<th>Percentage of Time</th>
<th>Frequency</th>
<th>Description</th>
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<tbody>
<tr>
<td>1. 40%</td>
<td>Ongoing</td>
<td>Writes and edits marketing publications for academic and administrative departments, particularly for fundraising and student recruitment communications, while staying on schedule within the publication flow.</td>
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<tr>
<td>2. 20%</td>
<td>Ongoing</td>
<td>Assists in writing and editing Drury Magazine under the direction of the magazine managing editor.</td>
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<td>3. 10%</td>
<td>Ongoing</td>
<td>Researches, updates, writes, edits, and revises copy for print and electronic media.</td>
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<tr>
<td>4. 10%</td>
<td>Ongoing</td>
<td>Maintains and researches essential facts about Drury for Marketing &amp; Communications.</td>
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<tr>
<td>5. 5%</td>
<td>Ongoing</td>
<td>Analyzes documents before editing for readability, usability, and appropriateness.</td>
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<tr>
<td>6. 5%</td>
<td>Ongoing</td>
<td>Develops successful relationships with clients to improve publications and services. This includes getting client sign-off on copy.</td>
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<tr>
<td>7. 5%</td>
<td>Ongoing</td>
<td>Works with other Marketing &amp; Communications staff and with clients to set production schedules and to help coordinate workflow.</td>
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<tr>
<td>8. 5%</td>
<td>Ongoing</td>
<td>Maintains Marketing &amp; Communications portion of the Drury Web site.</td>
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MINIMUM KNOWLEDGE SKILLS AND ABILITIES REQUIRED:
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. All job requirements listed indicate the minimum knowledge, skills, and/or ability deemed necessary to perform the job proficiently. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Bachelor’s degree in related field and at least two years experience with copy editing and promotional/creative writing, preferably in a higher education setting; or an equivalent combination of education and experience. Work requires analytical, organizational and advanced communication skills generally acquired through completion of a bachelor’s
degree program in communications, public relations or marketing.
2. Requires stellar writing and editing skills, sound judgment, initiative, results-oriented approach and flexibility.
3. The University Writer/Editor must have a strong working knowledge of The Associated Press 2011 Stylebook.
4. It is critical that the University Writer/Editor be able to collaborate and help other Marketing & Communications staff in news media relations and other areas as necessary.
5. Must have excellent management, team-building and communication skills.
6. Must have the ability to handle and balance many jobs at once under very tight deadlines.
7. Must be skilled in Word. A plus to be knowledgeable of InDesign.

WORK CONDITIONS:
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

PHYSICAL REQUIREMENTS:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand. Specific vision abilities required by this job include close vision, peripheral vision, depth perception, and ability to adjust focus.

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