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## **WRITER/EDITOR**

### **DEFINITION**

Under direction, performs the most complex and responsible duties related to the development, preparation, and implementation of strategic internal and external communications and public information activities; serves as lead writer, editor, and content developer for a variety of communication vehicles such as websites, social media, and print publications; and performs related duties as assigned.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives direction from assigned supervisory and managerial staff. Exercises no supervision of staff.

### **CLASS CHARACTERISTICS**

This is a specialist class responsible for independently writing, editing, and developing content for various internal and external communications. Positions work on tasks that are varied and complex, requiring the use of considerable discretion and independent judgment in performing assigned work, and ensuring the efficient and effective functioning of assigned program or operational area. Assignments are given with general guidelines and incumbents are responsible for establishing objectives, timelines, and methods to deliver work products or services. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

### **EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)**

- Develops, prepares, and implements strategic internal and external communications and public information materials and publications; receives, processes, and completes projects by planning, organizing, and defining project requirements in consultation with requestors and supervisor.
- Creates and maintains College website and social media accounts by writing, copyediting, and proofreading content; directing, collaborating on, and taking photos and creating graphics and videos; designing, assembling, and posting webpages; and coordinating with other staff to build reader interest and loyalty, reinforce consistent brand and design standards, and improve user experience and site performance.
- Researches, organizes, and interprets information from various sources to create original content for various audiences; develops content for and edits complex and high profile publications, reports, and web content requiring complex, technical evidence-based content development and extensive cross-referencing and footnoting.
- Edits and writes content for newsletters, news releases, brochures, catalogs, reports, social media posts, video scripts, and other internal and external communications.
- Maintains navigational design of the website and participates in planning strategies to disseminate information to the public in an effective, consistent, and positive manner.
- Promotes and ensures brand consistency by creating and updating style guides, style sheets, and templates.
- Responds to media requests and advises others on managing requests from the media; writes and edits content for news releases, public service announcements, and other media-related communications.

- Provides technical assistance, training, and support to staff and faculty regarding development, design concepts and themes, editorial guidelines, use of content management systems, and best practices related to the website, social media sites/accounts, and other functions of the Marketing and Communications Office.
- Responds to inquiries and requests for information; interprets and applies regulations, policies, procedures, systems, rules, and precedents in response to inquiries and requests.
- Stays abreast of new trends and innovations in the field of web and social media technologies; monitors changes in laws, regulations, and technology that may affect college or District operations; implements policy and procedural changes as required.
- Performs related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles and practices of effective website and social media account design and layout including user interface, navigation, and search engine optimization.
- Different attributes and characteristics of various styles of writing, such as Associated Press style, and the appropriate adaptation of communication style for targeted audience.
- Advanced principles and practices of developing, writing, formatting, and editing creative content for internal and external web, social media, and print communications.
- Web development languages and content management systems.
- Principles, practices, and techniques of handling media requests, press releases, and public service announcements.
- Applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- Techniques and methods of data research, synthesis, organization, and interpretation.
- Record keeping and filing systems and methods.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Modern office practices, procedures, technology, and computer equipment and applications, including graphic print and web design software, word processing, database, and spreadsheet applications.
- Techniques for providing a high level of customer service by effectively dealing with the public, students, and District staff, including individuals of diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation.

### **Ability to:**

- Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
- Write and edit clear, concise, accurate, and effective content for internal and external communications by adapting tone, voice and technique as appropriate for various audiences and vehicles.
- Research, fact-check, write, and edit technical content for complex College publications and documents such as those related to the accreditation process.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.

- Understand the organization and operation of the College and District as necessary to assume assigned responsibilities.
- Effectively train and advise others on webpage and social media account development, writing, use of the content management system, and best practices.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Effectively use computer systems, software, and modern business equipment to perform a variety of work tasks.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Education and Experience:**

*Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to graduation from an accredited four-year college or university with major coursework in English, journalism, marketing, political science, social science, or a related field and five (5) years of increasingly responsible experience in marketing, communications, publications, or media relations with an emphasis on writing and editing in a digital environment.

**Licenses and Certifications:**

None.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 10 pounds with the use of proper equipment. Reasonable accommodations will be made for individuals on a case-by-case basis.

**ENVIRONMENTAL ELEMENTS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

**Salary Grade:** C1-60

**FLSA:** Non-Exempt

**EEO Code:** H-30

**Board Approved:** April 2021

