



DATE ISSUED: 09/05
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Senior Copywriter

JOB SUMMARY

Supports strategic marketing initiatives of Texas Woman's University primarily by writing copy for student recruitment materials and other types of publications. Work is performed under general supervision and performance is based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Vice President, Marketing and Communication

Supervises: May supervise Student Assistants

PRIMARY DUTIES - *May include, but not limited to the following:*

Responsible for conceptualizing and wordsmithing all essential university publications, including all student recruitment materials.

Writes and edits copy for marketing materials, advertising campaigns, and publications.

ADDITIONAL DUTIES

Performs other duties as requested.

EDUCATION

Bachelor's degree in public relations, advertising, marketing, English, journalism or related field.

EXPERIENCE

Three years experience in advertising, marketing, or publications writing.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

Ability to conceptualize, organize and complete writing projects with minimal supervision.

Excellent writing and editing skills.

Ability to multi-task and meet deadlines.

Ability to work effectively as a member of a creative team.

Ability to meet performance goals.

Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.

Ability to communicate effectively - orally, by phone, in person, and in writing.

Ability to use a personal computer and other office equipment.

PHYSICAL DEMANDS

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 occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. May be required to sit for long periods of time. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. May be required to lift or move 25+ pounds.

WORK ENVIRONMENT

Employees are responsible for performing their duties in an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed primarily indoors in an office setting. The noise level in the work environment is low to moderate. While performing the duties of this position, the employee may be required to travel.

SAFETY

Assists in the creation of a culture of safety and environmental protection by performing work safely in accordance with departmental safety procedures. Operates equipment safely and reports any unsafe work conditions or practice to supervisor.

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The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.