



## EMPLOYMENT OPPORTUNITY

### POSITION: SENIOR WRITER AND CONTENT SPECIALIST

JOB #11/70

(Classified as: Public Affairs/Communications Specialist III)

Full-time position available on or after January 3, 2012 in University Advancement.

**ESSENTIAL DUTIES:** Under the general supervision of the Associate Vice President for Communications & Public Affairs, the Senior Writer and Content Specialist is the primary written content creator on the communications and public affairs staff. This position will be responsible for organizing and creating written content for the University's website, print publications, marketing materials, news releases and other written materials. As part of an overall strategy to improve campus communications, this position will be responsible for writing and editing copy to promote the University, clearly communicate marketing messages, and project a positive, successful image.. Duties include, but are not limited to, the following:

- Researches, drafts, and edits strong written content, including news releases, speeches, op-ed pieces and articles, scripts for programs and video messages, issue briefs, advisories, grant proposals, development communications materials, newsletters, reports, hard news and feature stories, web-site content, and succinct, compelling content for electronic communication channels.
- Works with communications/public affairs team in the strategic development, implementation and measurement of communications programs to engage key audiences and enhance the university's differentiation, relevance, and reputation using a variety of communication tools and channels.
- Works collaboratively with faculty, administrators and other individuals to develop written content.
- Repurposes content for other institutional communication vehicles.
- Other duties and special projects as assigned.

### QUALIFICATIONS:

- Bachelor's degree in English, communications, journalism, public relations, liberal arts or a closely related field. Master's degree or JD or preferred
- Minimum of five years full-time professional experience specializing in the researching, writing and editing of communications content in a university/higher education environment, public relations agency or closely related field. A seasoned writer with extensive experience meeting tight publications deadlines in a calm and proactive manner.

### SPECIALIZED SKILLS AND ABILITIES:

- Demonstrated experience in the development and production of materials such as news releases, speeches, op-ed pieces and articles, scripts for programs and video messages, issue briefs, advisories, grant proposals, development communications materials, newsletters, reports, hard news and feature stories, and succinct, compelling content for electronic communication channels, preferred.
- Demonstrated prior full-time professional experience writing concisely, effectively and persuasively in a variety of styles for specific audiences under sometimes-extreme time constraints, preferred.
- Demonstrated success in attaining strategic/effective story placement in traditional news media outlets, particularly stories highlighting the positive value of individuals and/or organizations to the community, preferred.
- Demonstrated experience interfacing with executive level staff to identify, leverage and synthesize information into meaningful communications messages for a variety of target audiences, preferred.
- Demonstrated experience with social media and web content and marketing, preferred.
- Demonstrated ability to write in a clear, concise and engaging manner.
- Ability to research, analyze and select pertinent facts and integrate them into communications vehicles.
- Demonstrate expert knowledge of communications objectives and ability to translate them into effective communication pieces.
- Ability to edit writing for style, content and accuracy; to organize ideas effectively; and to make informed judgments about content.
- Expert level grammar, spelling, editorial and composition skills, with knowledge of current Associated Press style.
- Ability to work independently, make decisions and multi-task to balance multiple priorities in a fast-paced environment.
- Ability to maintain confidentiality. Ability to handle more sensitive and complex media contacts or communication pieces.
- Demonstrated ability to understand communications issues and topics from a broad, strategic perspective.
- Expert knowledge of university communication objectives and ability to translate them into effective communication pieces.
- Considerable judgment and discretion are exercised in developing strategic plans and interpreting policies.
- Appreciable ingenuity is used to conceive of communications strategies and develop communication concepts, ideas and campaigns.
- Thorough knowledge of applicable copyright and other laws pertaining to publications.
- Ability to serve as a spokesperson, if necessary.
- Ability to provide lead work direction.
- Demonstrated knowledge of effective state-of-the-art message delivery techniques and audience engagement.
- Exceptional interpersonal skills, including active listening and interpretive skills, and the ability to work collaboratively with internal and external constituents.
- Demonstrated knowledge of legal issues, protocols and etiquette related to public university communications.
- Excellent computer skills and ability to utilize a variety of programs, including Microsoft Office suite, Adobe CS5 and MacOS 10.7.
- The successful candidate must be fingerprinted and successfully pass a background check, which may include checks of employment records, criminal records, civil records, and motor vehicle records.

**SALARY RANGE:** \$4,050.00 to \$6,075.00 per month plus excellent paid benefits.

**POSITION IS OPEN UNTIL FILLED. SCREENING OF APPLICATIONS WILL BEGIN ON OR AFTER DECEMBER 23, 2011.**

**APPLICATION PROCEDURE:** Applications will be processed in accordance with Article 9.3 of the CSU/CSUEU Memorandum of Understanding. Preference will be given to qualified individuals currently employed at CSU Stanislaus in bargaining units 2, 5, 7, and 9 except when it is determined that it is necessary to appoint outside applicants to meet the best interest of the campus by obtaining specialized skills and abilities not available from current employees. Qualified candidates should submit a completed CSUS employment application (download electronic application at [http://www.csustan.edu/hr/Employment\\_Opportunities/Staff/index.html](http://www.csustan.edu/hr/Employment_Opportunities/Staff/index.html)), plus a portfolio demonstrating writing experience, to:

California State University, Stanislaus · Human Resources Department  
Mary Stuart Rogers Educational Services Gateway Building, Suite 320 (3<sup>rd</sup> Floor)  
One University Circle · Turlock, CA 95382 · Phone: (209) 667-3354

Applicants requiring necessary accommodations to the application process may contact Human Resources at (209) 667-3351. California Relay Service is available at (800) 735-2922 voice and (800) 735-2929 TDD.

**THOSE INDIVIDUALS WHO APPEAR TO BE THE BEST QUALIFIED FOR THIS POSITION WILL BE CONTACTED BY TELEPHONE FOR AN INTERVIEW.**

CSU STANISLAUS IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION TITLE IX/SECTION 503/504 EMPLOYER. QUALIFIED WOMEN, MINORITIES, AND PERSONS WITH DISABILITIES ARE ENCOURAGED TO APPLY. CSU STANISLAUS HIRES ONLY INDIVIDUALS LAWFULLY AUTHORIZED TO WORK IN THE UNITED STATES. CLERY ACT: IN COMPLIANCE WITH THE JEANNE CLERY DISCLOSURE OF CAMPUS SECURITY POLICY AND CRIME STATISTICS ACT, CRIME REPORT STATISTICS ARE AVAILABLE AT [www.csustan.edu/UPD/pages/CampusCrimeStatistics/index.html](http://www.csustan.edu/UPD/pages/CampusCrimeStatistics/index.html)

*INFORMATION CONTAINED IN THIS ANNOUNCEMENT MAY BE SUBJECT TO CHANGE WITHOUT NOTICE.*