



Position Title: Web Copywriter
Reports To: College Webmaster
Department: Web Services
Prepared By/Date: Jennifer C. Brito/01-26-2010
Approved By/Date: Andrew Seaga/07-31-2014
Revised: Vivian Basit/07-31-2014

Job Code: 3517
Job Group: PENC
Salary Grade: 14
FLSA Status: Exempt

Summary:

The Web Copywriter is responsible for creating, proofing, optimizing, and updating the content of the college's web sites.

Essential Duties and Responsibilities:

- Creates, proofs and posts web copy and online marketing efforts
- Ensures web content is written and presented in a format that meets Web usability standards and is consistent with design guidelines and brand image
- Creates concise communications which gets to the point, tells a story in simple words, and persuades people to take action
- Researches, interviews and analyzes to gather information
- Organizes complicated content into logical, meaningful flows of information
- Coordinates off-line marketing copy with creative effort of on-line presentation
- Partners with Web team members, news writers, program directors, marketing employees, graphic designers and others in the college to develop content in a collaborative environment
- Performs other duties as assigned

Knowledge, Skills and Abilities:

- Knowledge and understanding of College organization, goals, and objectives, and policies and procedures
- Knowledge of Web usability standards and practices
- Possess thorough knowledge of the English language, grammar, spelling, punctuation, and usage
- Possess outstanding communications skills, verbal and written
- Possess outstanding written, editorial, listening, and research skills
- Familiarity with AP Style
- Possess understanding of requirements unique to online writing, including metadata and search engine optimization
- Possess skills in desktop productivity application for production of marketing documentation such as Microsoft Word, MS PowerPoint, Adobe Acrobat, and HTML required
- Possess strong organizational skills, including the ability to handle multiple assignments and tasks while meeting deadlines
- Ability to work in a multi-ethnic and multi-cultural environment

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

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 regularly required to sit; use hands to finger, handle, or feel objects, tools, or controls and talk or hear. The employee is occasionally required to stand, walk and reach with hands and arms.

The employee must occasionally lift and/or move up to 10 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-Essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Bachelor's degree from an accredited college/university in a related field of study and five (5) years of professional web content writing experience

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name