

Job Template: Editor 1

Occupational Group	Communication and Marketing						
Job Family	Communication and Marketing						
Job Path	Editing						
Job Title	Editor 1						
Job Code	C00000	FLSA Status	N	Job Category	P	Job Level	2

P2: Level Standards

GENERAL ROLE

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence.

Incumbents:

- Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
- Tend to have assignments that are reoccurring and work outputs generally are delivered in a prescribed form/format.
- Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
- May recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

INDEPENDENCE AND DECISION-MAKING

→ *Supervision Received*

- Works under general supervision.
- Periodic checks on accuracy, quality, and timeliness of outcomes.

→ *Context of Decisions*

- Independently develops how work is to be done based on precedent, practice, and existing policy at the unit/office levels.

→ *Job Controls*

- Possess the latitude to adjust the work processes or methods to effectively and efficiently manage their work assignments.
- Guided by general procedures and professional norms.

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COMPLEXITY AND PROBLEM SOLVING

→ *Range of issues*

- Problems tend to be modestly technical or operational.

→ *Course of Resolution*

- Performs comparisons, verifications, reconciliations, compilations, etc. and such of data, program or student services/practices, or operational/staff output.
- Understands the end product/outcome and where to send and receive information and materials to fulfill the assigned responsibilities.

→ *Measure of Creativity*

- Once problems are identified, solutions generally can be resolved using conventional or standard procedures.
- Most of the obstacles, issues, or concerns can be handled with established practice and policy.

COMMUNICATION EXPECTATIONS

→ *Manner of Delivery and Content*

- Regularly provides information on finished materials to others.

SCOPE AND MEASURABLE EFFECT

- Actions typically affect an individual, item, event, or incident, etc.
- Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
- Incumbents indirectly promote the general welfare of students, faculty and staff, and safeguard the institution by playing an important role within a process.

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Job Template

GENERAL SUMMARY

Develops and composes written ideas and submits to supervisor or editor for approval. Completes assignments exercising creativity and sound judgement in developing appealing, stimulating, and convincing content.

REPORTING RELATIONSHIPS AND TEAM WORK

Works under general supervision of a supervisor or manager.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.

- Writes, edits, and proofreads copy and submits to supervisor for approval.
- Proofreads written copy, checking for facts, analysis, grammar and readability. Clears written copy with concerned individuals.
- Translates technical information into language suitable for lay audiences.
- Initiates ideas and submits to supervisor or editor for approval. Assembles, organizes, evaluates, and selects materials to be used in preparing copy.
- Conducts interviews and attends meetings and other events to develop assigned story or article.
- Develops potential sources of publishable material by researching pertinent topics, reading, conducting file searches and contacting others.
- Stays informed about topics in assigned area of responsibility.
- Works with artists and others regarding most appropriate graphic, illustrative, and/or photographic work to accompany written copy.
- Responds to questions from the public, target audience, or the media regarding specific issues in assigned area of responsibilities, as needed.
- Performs related work as required.

MINIMUM QUALIFICATIONS

- Bachelor’s degree in related field.
- One to two years of related experience.

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COMPETENCIES

Knowledge of:

- Principles and practices of copy editing
- Public relations
- Microsoft Office and related software applications

Skill in:

- Planning and organization
- Writing and editing
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

Ability to:

- Meet deadlines, carry assignments through to completion, and take initiative
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Learn new skills and be flexible
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

Job Template: Editor 2

Occupational Group	Communication and Marketing						
Job Family	Communication and Marketing						
Job Path	Editing						
Job Title	Editor 2						
Job Code	C00001	FLSA Status	E	Job Category	P	Job Level	3

P3: Level Standards

GENERAL ROLE

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

- Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
- Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
- Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

INDEPENDENCE AND DECISION-MAKING

→ *Supervision Received*

- Works under limited supervision.

→ *Context of Decisions*

- Utilizes general departmental guidelines to develop resolutions outside the standard practice.

→ *Job Controls*

- Possesses considerable freedom from technical and administrative oversight while the work is in progress.
- Defines standard work tasks within departmental policies, practices, and procedures to achieve outcomes.
- Serves as the advanced resource to whom more junior employees go to for technical guidance.

Job Template: Editor 2

Occupational Group	Communication and Marketing						
Job Family	Communication and Marketing						
Job Path	Editing						
Job Title	Editor 2						
Job Code	C00001	FLSA Status	E	Job Category	P	Job Level	3

COMPLEXITY AND PROBLEM SOLVING

→ *Range of issues*

- Handles a variety of work situations that are cyclical in character, with occasionally complex situations.
- Issues are regularly varied.
- Problems tend to be technical or programmatic in nature.

→ *Course of Resolution*

- Assesses a variety of situations, and develops resolutions through choosing among options based on past practice or experience.

→ *Measure of Creativity*

- Issues are solvable through deep technical know-how and imaginative workarounds.
- Most of the obstacles, issues, or concerns encountered require considering alternative practice or policy interpretation.

COMMUNICATION EXPECTATIONS

→ *Manner of Delivery and Content*

- Regularly provides information on finished materials to others.

SCOPE AND MEASURABLE EFFECT

- Actions regularly affect an individual, item, event, or incident, etc.
- Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
- Incumbents have an indirect impact on a larger action or process, such as serving as a single component in an approval process, where the process is “owned” by a different work unit.
- May be designated to guide or organize the work of several employees within the unit.

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Job Title	Editor 2						
Job Code	C00001	FLSA Status	E	Job Category	P	Job Level	3

Job Template

GENERAL SUMMARY

Develops, writes, and edits information, news articles, and feature stories and other publications designed to promote and/or inform target audiences about University program(s) or service(s).

REPORTING RELATIONSHIPS AND TEAM WORK

Works under limited supervision of a supervisor or manager.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.

- Conceptualizes, assembles materials, and organizes content for a variety of articles or stories.
- Writes/edits news articles and marketing collateral. Proofreads written copy, checking for facts, analysis, grammar, and readability.
- Creates strategic messaging and plans for school leadership that engage faculty, staff, students, alumni, and industry.
- Plans, organizes, and produces assigned publications within existing guidelines for specific publications.
- Conducts interviews and attends meetings and other events to develop assigned story or article.
- Assists in promoting effective delivery of message to target audience and maintaining good working relationships with the media.
- Serves as a resource and consultant regarding communication strategies and dissemination mechanisms.
- Lead student employees and staff as assigned.
- Performs related work as required.

MINIMUM QUALIFICATIONS

- Bachelor’s degree in related field.
- Two to three years of related experience.

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COMPETENCIES

Knowledge of:

- Principles and practices of communications, journalism, and marketing
- Basic graphic design
- Effective writing styles
- Social media platforms
- Project management
- Microsoft Office and related software applications

Skill in:

- Planning and organization
- Proofreading and editing
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

Ability to:

- Meet established deadlines and manage multiple projects simultaneously
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Translate technical or scientific materials into lay language
- Develop new marketing strategies and promote the school
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

Job Template: Managing Editor

Occupational Group	Communication and Marketing						
Job Family	Communication and Marketing						
Job Path	Editing						
Job Title	Managing Editor						
Job Code	C00002	FLSA Status	E	Job Category	P	Job Level	5

P5: Level Standards

GENERAL ROLE

This level is accountable for serving in an advanced senior resource capacity in an area of specialization.

Incumbents:

- Serve in a subject leader and consultative capacity within an area of specialization.
- Serve in the most advanced capacity and frequently being assigned project leadership roles within a specific administrative/programmatic function or specialty area.

INDEPENDENCE AND DECISION-MAKING

→ *Supervision Received*

- Works under direction.
- Seeks approvals when significant changes to process steps are considered and additional resources for task completion are required.

→ *Context of Decisions*

- Decisions are driven by office/departmental policy and procedures.

→ *Job Controls*

- Free to plan and carry out all phases of work assignments.
- Has the latitude to make daily operational decisions.

COMPLEXITY AND PROBLEM SOLVING

→ *Range of issues*

- Issues tend to be operational in nature.

→ *Course of Resolution*

- Identifies issues and gathers facts.
- Must understand the smallest details of an assigned area.

Job Template: Managing Editor

Occupational Group	Communication and Marketing						
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Job Path	Editing						
Job Title	Managing Editor						
Job Code	C00002	FLSA Status	E	Job Category	P	Job Level	5

→ *Measure of Creativity*

- Problems are not amenable to strict technical resolution, requiring innovative thinking for resolution.

COMMUNICATION EXPECTATIONS

→ *Manner of Delivery and Content*

- Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

SCOPE AND MEASURABLE EFFECT

- Actions regularly affect a department or a project outcome with department/office impact.
- Actions generally have a direct impact on controlling such things as staff size and nature of work and scope of services.
- Performance results tend to relate to efficiency, fiscal practices and standing, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

Job Template: Managing Editor

Occupational Group	Communication and Marketing						
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Job Path	Editing						
Job Title	Managing Editor						
Job Code	C00002	FLSA Status	E	Job Category	P	Job Level	5

Job Template

GENERAL SUMMARY

Oversees editorial policy, development of content, and content distribution for timely news releases which promote the University by focusing on its academic programs, research, faculty, staff, and students.

REPORTING RELATIONSHIPS AND TEAM WORK

Works under direction of a manager. Serves as a lead over the day-to-day operations of a group of employees.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.

- Responsible for one or more major publications. Plans, manages, and edits content, layout, and quality of publication, in accordance with broad guidelines and policies.
- Participates in determining publication goals, policies, number of publications, and other editorial matters.
- Oversees the internal production of publication, including the bidding and technical production of publication with outside vendors
- Approves form, layout and graphic, illustrative and/or photographic work used to accompany written copy.
- Provides editorial oversight checking for facts, analysis, grammar, readability, and compliance with publication goals and objectives.
- Develops editorial standards and guidelines.
- Establishes and maintains working relationships with local, state, and national media to coordinate and promote news coverage of the University.
- Researches and responds to inquiries from the media and the public about the University and specific events and issues.
- Serves as a consultant to university faculty and staff members in matters dealing with the media and the University's image.
- Plans, organizes, and facilitates special public relations projects, such as workshops, special events, and conferences.

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- Performs related work as required.

MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.
- Four to five years of related experience.

COMPETENCIES

Knowledge of:

- Principles and practices of journalism, marketing, and communications
- Needs of the media industry
- Technical writing standards
- General print and digital design principles
- Microsoft Office and related software applications

Skill in:

- Planning and organization
- Writing, editing, and proofreading
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

Ability to:

- Meet established deadlines and manage multiple projects simultaneously
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Develop training material
- Translate technical or scientific materials into lay language
- Develop new marketing strategies and promote the school
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management