JOB DESCRIPTION

Copywriter I

Definition of Class
The this a non-supervisory professional position in which the incumbent gathers information from account managers to facilitate brainstorming ideas and concepts for copy to be incorporated in creation of communication tools, such as brochures, newsletters, advertisements, Web sites, exhibits and various other print and electronic communications for schools, colleges, institutes, departments and associations across campus. Incumbent works under close supervision of the Director.

Examples of Work Performed
Consults with marketing account managers to obtain strategic direction for projects and discuss style and length of copy; and interviews sources as necessary.

Conceptualizes and edits printed and/or electronic materials and publications on a regular basis, interacting with designers and director of brand creative services.

Works in a close-knit creative partnership with graphic designers to generate workable concepts and copy.

Amends and revises concepts and content in response to feedback from account managers, creative services director and clients.

Reviews trends in higher education marketing, consumer product advertising, consumer surveys, and other data to determine the best means for promoting University initiatives.

Writes clear, persuasive, original copy and proofreads copy to check spelling, grammar and style.

Communicates photographic needs to photographers and contacts subjects to determine availability and schedule photo shoots.

Serves as the editor of newsletters for various audiences.

Handles multiple projects simultaneously and under tight deadlines.

Performs similar or related duties as assigned or required.

Essential Functions
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.


2. Conceptualizes marketing and communications concepts.

3. Serves as a liaison with photographers.
Minimum Qualifications
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to The University of Mississippi’s Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate’s ability to perform all essential functions of the position.

Physical Requirements: These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

Physical Exertion: No physical demand requirements.

Vision: Requirements of this job include close vision and color vision.

Speaking/Hearing: Ability to give and receive information through speaking and listening.

Motor Coordination: While performing the duties of this job, the incumbent is frequently required to sit and use hands to finger, handle or feel objects, tools or controls. The incumbent is periodically required to talk and hear.

Experience/Educational Requirements:

Education:
Bachelor’s Degree from an accredited four-year college or university in journalism, communications, English, Marketing or a related field.

Substitution Statement:
Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

Interview Requirements
Any candidate who is called for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.

Rev. 01/26/2015

The University of Mississippi is an EOE/AA/Minorities/Females/Vet/Disability/Sexual Orientation/Gender Identity/Title VI/Title VII/Title IX/504/ADA/ADEA employer.”

The University complies with all applicable laws regarding equal opportunity and affirmative action and does not unlawfully discriminate against any employee or applicant for employment based upon race, color, gender, sex, sexual orientation, gender identity or expression, religion, national origin, age, disability, veteran status, or genetic information. The University of Mississippi is an “at will” employer. This job description does not constitute an employment contract or negate “at will” employment.