

NORTHLAND PIONEER COLLEGE

Position Description

JOB TITLE: Marketing Writer	Classification: Non-Exempt,	LOCATION: WMC
MANAGER/REPORTS TO: Director of Marketing & Public Relations	OVERTIME ELIGIBLE: <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	# OF DIRECT REPORTS: 0

GENERAL STATEMENT OF RESPONSIBILITIES:

Northland Pioneer College seeks a creative, talented and effective Marketing Writer who is passionate about communication and promoting higher education. The person will deliver high quality, compelling and persuasive writing to promote the programs, services, faculty and students of NPC to diverse constituents; writing pieces that appeal to our audiences, attract students and boost college awareness. Responsibilities include conducting research, interviewing students, faculty, staff and community members, generating ideas for new content, editing and proofreading, providing support for strategic marketing initiatives for NPC's website, email, social and print collateral. Must have a keen eye for detail, a positive can-do attitude, and be a team player.

ESSENTIAL FUNCTIONS:

1. Writes marketing copy for campaigns initiated by the Director of Marketing and Public Relations.
2. Plans and writes promotional feature stories about college students, staff, class offerings and other special interest items.
3. Writes and edits college publications as assigned. Schedules interviews, verifies information and completes assignments within deadlines.
4. Reviews, enhances, proofreads, and edits college-wide written materials as needed. Follows current AP style.
5. Assists the Media Relations Coordinator with writing, editing and publicity needs.
6. Develops copy for news releases; establishes proper distribution dates; sends news releases to appropriate newspapers, magazines, radio and television stations.
7. Proposes new content ideas and contributes to the development of overall marketing goals.
8. Writes and posts content on NPC's public web site, utilizing the content management system, including program pages, online activities calendar, news and general information.
9. Partners with graphic designer to create on-brand, high-performing content.
10. Assists with publishing content to NPC social media properties and Merit awards as needed.
11. Shoots and utilizes video to tell college stories. Uses simple video editing equipment to improve final product.
12. Utilizes desktop publishing techniques for the implementation of college publications.
13. Photographs college events and activities.
14. Maintains files, manual and automated, of written copy and visual materials.
15. Keeps work organized and manages time effectively.
16. Performs other duties as assigned.

Standard Competencies:

COMPETENCIES	DESCRIPTION	PROFICIENCY

Communication	Ability to effectively communicate and persuade in writing. Adept understanding of marketing principles and creative processes. Strong research, interview, proofreading and editing skills.	Advanced
Technology	Ability to proficiently use Microsoft Office Suite. Working knowledge of Photoshop, Adobe Spark, website content editors, photo and video equipment and social media platforms.	Intermediate
Leadership	Ability to work independently and make decisions about prioritizing stories and tasks. Ability to consistently meet deadlines and accurately handle time sensitive information.	Intermediate
Diversity & Multi-Culturalism	Ability to serve a diverse audience. Ability to incorporate multi-culturalism approaches into content. Ability to positively interact, engage, and work with diverse groups of students, staff, and faculty as well as personnel from other colleges, organizations, and businesses.	Advanced
Trust	Ability to encourage a trusting atmosphere by regularly communicating, being accountable and transparent, and acting with integrity and confidentiality.	Advanced
Flexibility & Adaptability	Ability to work flexible hours from time to time, including evenings, weekends to cover special events, and to engage in regional travel. Ability to be continuously change ready, to adjust approach and demeanor to match the shifting demands of different situations.	Intermediate
Self-Awareness	Uses feedback and reflection to gain insight into personal strengths and areas in need of improvement and adjusts self as needed.	Advanced
Continual Improvement	Continuously and proactively identifies improvement needs and makes changes to content approach and processes that result in better outcomes.	Intermediate
Action Oriented	Ability to develop, plan, and implement short- and long-range goals. Take action on new opportunities and challenges with a sense of urgency, high energy, and enthusiasm.	Intermediate
Physical	Ability to perform the following physical requirements of the position with or without a reasonable accommodation: critical sensory requirements include general vision (corrected to 20/20), hear or listen in the normal range (corrected) and speak and give directions clearly.	Basic

MINIMUM QUALIFICATIONS:

1. Bachelor's Degree in Creative Writing, Journalism, Communications, Marketing, or related field
2. Minimum 3 years of copy writing, editing and proofreading experience in content production.
3. Valid Driver's License

PREFERRED QUALIFICATIONS:

1. 5 years of copy writing, editing and proofreading experience in content marketing.
2. 2 years of experience with digital content production (website and social media)
3. Video editing and production

TERMS OF EMPLOYMENT:

- Non-Exempt

- Single Coverage Medical Insurance
- Optional Employee Pay Dental/Vision Insurance
- 4 Personal Days
- 12 Holiday Days
- 5 Days Spring Break Leave
- 10 Days of Annual Leave
- 18 Sick Days that can accrue up to 130 Days
- Use of college vehicle for business travel during work hours
- Professional Development Opportunities
- Arizona State Retirement System membership
- Life Insurance
- Long Term Disability Insurance

BENEFITS:

Located in rural, Northern Arizona, Northland Pioneer College serves two counties (Navajo and Apache Counties) by providing a vast array of educational opportunities to a diverse population. The College consists of 4 campuses and 5 centers (which also serve communities within the Hopi Tribe, the Navajo Nation, and the White Mountain Apache Tribe). There is ample opportunity in this region to make a difference in students'/community members' lives, while enjoying a rural lifestyle with outdoor recreation and wide-open, tranquil landscapes. Northland Pioneer College is committed to providing, supporting, and promoting lifelong learning.

*Navajo County Community College District, dba **Northland Pioneer College**, is an affirmative action/equal opportunity employer. Northland Pioneer College does not discriminate on the basis of race, color, national origin, veteran status, religion, marital status, gender, age or disability in admission or access to, or treatment or employment in its educational programs or activities. District grievance procedures will be followed for compliance with Title IX and Section 504 requirements. The Affirmative Action Compliance Officer is the **Director of Human Resources, 2251 E. Navajo Blvd., Holbrook, AZ 86025, (928) 524-7471**. The Section 504 Compliance Officer is the **Coordinator of Disability Resource and Access, 1001 W. Deuce of Clubs, Show Low, AZ 85901, (800) 266-7845**. The lack of English language skills will not be a barrier to admission and participation in vocational education programs. Revised 9-12-14.*