JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Requisition ID</th>
<th>19751</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASU Job Title</td>
<td>Copy Writer</td>
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</tr>
<tr>
<td>Campus Location</td>
<td>West</td>
</tr>
<tr>
<td>Department Name</td>
<td>MLF Teachers College</td>
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<tr>
<td>Full-Time/Part-Time</td>
<td>Full-Time</td>
</tr>
<tr>
<td>Scope of Search</td>
<td>Open</td>
</tr>
<tr>
<td>Grant Funded Position</td>
<td>This is not a grant funded position and is not contingent on future grant funding.</td>
</tr>
<tr>
<td>Close Date</td>
<td>February 09, 2016</td>
</tr>
</tbody>
</table>

**Job Description**

Arizona State University's Mary Lou Fulton Teachers College creates knowledge, mobilizes people and takes action to improve education.

In line with the charter and design principles of Arizona State University, Mary Lou Fulton Teachers College asserts the following four core values:

- Pursue excellence at scale to achieve impact
- Exercise leadership through innovation
- Champion diversity of people and ideas
- Share responsibility for the strength of communities

Mary Lou Fulton Teachers College is nationally recognized as a leading innovator in teacher education and in scholarly research. The copy writer will be part of a dynamic marketing and advancement team that strengthens the college's engagement with a number of constituencies: prospective students for our bachelors, masters and doctoral programs; applicants to those programs; alumni; foundations; and policymakers and influencers involved in the national conversations about education.

The copy writer at Mary Lou Fulton Teachers College will research, write and edit a variety of materials in all channels, including email, web, social, print and multimedia. The ideal candidate will thrive as a collaborative and vocal member of an integrated communications and marketing team that is committed both to the college's mission and to continuous improvement as a team. This position will report to the Director of Marketing and Advancement.

**Minimum Qualifications**

- Bachelor's degree in Journalism, English or related field AND five years of experience writing, editing, news reporting or editorial research; OR, nine years of progressively responsible experience in writing, editing, journalism or editorial research; OR, any equivalent
A combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved.

**Desired Qualifications**
- Evidence of a portfolio of writing samples demonstrating an ability to write for a range of media and purposes
- Demonstrated knowledge of basic marketing concepts such as A/B testing
- Demonstrated knowledge of AP style guidelines
- Demonstrated knowledge of Drupal or a content management systems
- Experience in keeping up with innovative technologies used in digital communications
- Experience in work requiring attention to detail
- Evidence of professionalism and ability to engage with constructive editorial critique
- Experience in customer service
- Experience in thriving in a fast-paced work environment and pursuing multiple projects simultaneously

**Working Environment**
- Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse
- Stand for varying lengths of time and walk moderate distances to perform work
- Occasional bending, reaching, lifting, pushing and pulling up to 25 pounds
- Regular activities require ability to quickly change priorities, which may include and/or are subject to resolution of conflicts
- Communicate to perform essential functions
- Drives University cart to campus site

**Essential Duties**
- Write copy that drives enrollment in the college's academic programs.
- Write copy that supports the college's alumni relations and development strategies.
- Write copy that promotes the college's research and thought leadership to non-academic, professional audiences.
- Write banner ad copy, headlines, feature articles, web copy, event invitations, profiles (alumni, faculty, student), news stories and more.
- Collaborate with marketers, designers and others on the Marketing and Advancement team, as well as with colleagues throughout the college and university, to develop and execute data-informed communications strategies.
- Adopt a stance of continuous learning about how information technology can inform communications strategy. This includes factoring search-engine optimization (SEO), web analytics.
(e.g., Google Analytics), social media metrics, and email metrics (A/B testing, open, click and conversion rates) into copy writing.

- Meet with clients to discuss themes and objectives for an assignment, target audience and desired outcomes.
- Edit or rewrite existing copy as necessary, and submit subsequent drafts for approval.
- Review copy submitted by authors, staff, or faculty members and edit material accuracy, style and readability, recommending changes where necessary.

### Department Statement

As one of America's largest producers of teachers and as a leader in cultivating transformative school leaders in the nation's PreK - 12 schools, ASU's Mary Lou Fulton Teachers College (MLFTC) prepares 1,500+ teachers annually through its multiple preparation programs which include undergraduate and graduate degree programs offered through traditional and non-traditional pathways.

Mary Lou Fulton Teachers College continues to rise in the rankings of the nation's top education graduate programs, climbing to No. 17 and tying with University of California-Berkeley and the University of Kansas according to the 2015 U. S. News & World Reports Best Graduate Schools rankings, released March 10, 2015.

### ASU Statement

Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 90,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.

ASU is a tobacco-free university. For details visit [www.asu.edu/tobaccofree](http://www.asu.edu/tobaccofree)

AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.

Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any
other basis protected by law.

<table>
<thead>
<tr>
<th>Employment Verification</th>
<th>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</th>
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<tbody>
<tr>
<td>Background Check Statement</td>
<td>ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent upon successful passing of the background check.</td>
</tr>
<tr>
<td>Instructions to Apply</td>
<td>Application deadline is 3:00PM Arizona time on the date indicated. Resumes should clearly illustrate how prior knowledge and experience meet the minimum and desired qualifications stated in this requisition. Only electronic applications are accepted. ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.</td>
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</tbody>
</table>
| Instructions for ASU Online Employment Applications | • Go to the ASU Human Resources site: [https://cfo.asu.edu/hr-applicant](https://cfo.asu.edu/hr-applicant) and scroll down to apply for an ASU job now.  
• For staff positions click on Internal Applicants (for existing ASU employees) or External Applicants (you must create an ASU account or enter existing account information).  
• From the ASU Welcome page which is the new Talent Gateway (gives applicants several online options for the recruiting process), click on Search Openings to locate positions of interest.  
• From the Search Openings page, customize your search or simply click the Search button to view all ASU staff job openings.  
• From the Search Results page, scroll to positions of interest and click on the red Requisition ID 19751BR at the left to apply.  
• From the Job Details page, review the posted job description and click the Apply To Job button to begin the online application process. Then, answer the questions to complete the ASU Kenexa online employment application (Note- you will be asked to submit your cover letter, resume and three personal references as part of the application process). |