# Copy Writer

*(Job Number: 43561)*

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<thead>
<tr>
<th>Campus/Location</th>
<th>West</th>
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<tr>
<td><strong>Department Name</strong></td>
<td>Mary Lou Fulton Teachers College</td>
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<tr>
<td><strong>Grant Funding</strong></td>
<td>This is a grant funded position. Continuation is contingent on future grant funding.</td>
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<td><strong>Close Date</strong></td>
<td>August 10, 2018</td>
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**Job Description**

Reporting to the communications director, the copy writer of knowledge and impact will specialize in producing content that highlights the college's research and its impact primarily to non-academic audiences of educators, policymakers and influencers involved in the national conversations about education. The position exists to increase global awareness of the college's vision for education and the role of innovative scholarship in advancing that vision. The successful candidate will proactively think about all media when writing stories, i.e., print, web audio and video. S/he will earn the confidence of faculty and administrative leadership and will be capable of writing about scholarship and research in a manner that does not oversimplify complex content while also being accessible to non-academic readers. The copy writer of knowledge and impact will be expected to read and keep up with the major communications platforms focusing on education in the U. S. The ideal candidate will thrive as a collaborative and vocal member of an integrated strategic communications and marketing team.

**Essential Duties**

1. Write, edit and produce content about innovative scholarship for the college's owned communication channels, including print, web, email, video and social media
2. Collaborate with colleagues in the Office of Scholarship and Innovation to keep up-to-date on research activities within the college
3. Collaborate with other members of the communications team
4. Work with ASU media relations and, as needed, with external media platforms to pitch and explain stories

**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 combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved.

**Desired Qualifications**

1. Experience writing about complex ideas and processes for a sophisticated but inexpert audience
2. Demonstrated knowledge of how to tailor editorial content and formats to target audiences
3. Experience in independent research skills to obtain context for stories about complex ideas, scholarship and their public impact
4. Evidence of an interest in education
5. Experience in editorial skills, including copyediting peers' work and proofreading
6. Experience adhering to style guides and brand standards
7. Experience in synthesizing complex ideas and tangible examples is essential
- Experience in exchanging constructive criticism and managing revisions as directed.
- Experience in writing effectively in a variety of formats for a range of purposes and audiences.

### Working Environment

- Work with key partners within the college (writers, graphic designers, multimedia producers, marketers, faculty, members of the Office of Scholarship and Innovation, Director of Design Initiatives).
- Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse.
- Required to 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.
- Ability to clearly communicate verbally, read, write, see and hear to perform essential functions.

### Department Statement

Arizona State University’s Mary Lou Fulton Teachers College creates knowledge, mobilizes people and takes action to improve education. Nationally recognized as a leading innovator in teacher education and scholarly research, Mary Lou Fulton Teachers College prepares over 1,500 educators annually through bachelor’s, master’s and doctoral degree programs.

Working with a mindset of creative intrapreneurship to bring positive change within organizations, Mary Lou Fulton Teachers College brings people and ideas together to improve student outcomes. We seek to develop a renewable resourcefulness in individual educators, in schools, in school districts and in communities.

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.

### 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.

### Instructions to Apply

Application deadline is 3:00PM Arizona time on the date indicated.

Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

Only electronic applications are accepted for this position.

### Instruction 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 Jobs at ASU.

- Select **External Staff Job Opportunities** if you’re not currently an ASU employee (you must create an account or enter existing account information).
- Select **Internal Staff Job Opportunities** if you’re a current ASU employee.
- Enter **Requisition ID 43561BR** in the Search box.
- Click the red job title to view the entire job description.
- To apply, select the check box to the left of the job title and click on **Apply to job(s)** at the bottom of the screen.
- Click **Let’s get started** to begin the application process.