

Copy Writer (Job Number: 73665BR)

Campus Location	West
Department Name	Mary Lou Fulton Teachers College
Full-Time/Part-Time	Full-Time
Scope of Search	Open
Grant Funded Position	This is not a grant funded position and is not contingent on future grant funding.
Salary	Depends on Experience
Closing Date	December 1, 2021
Job Description	<p>Reporting to the Communications Director, the Copy Writer will be part of a dynamic marketing and advancement team that strengthens the college's engagement with several 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.</p> <p>The Copy Writer will write a variety of materials designed to advance the college's objectives in recruiting students, strengthening national and global reputation, and inspiring philanthropic support.</p> <p>Deliverables are likely to include viewbooks, brochures, ads, emails, web content, social media posts, quick-hitting news stories, and long-form features about the impact of the college.</p> <p>The successful candidate will earn the confidence of faculty 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 concerned about and involved in education. 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.</p> <p>Key internal partners will include writers, graphic designers and marketers, as well as faculty and members of the recruitment, development, and events teams. The ability to align deliverables with agreed-upon marketing and communications strategies is essential, as is the ability to exchange constructive criticism and to make revisions as directed.</p>
Minimum Qualifications	<p>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.</p>
Desired Qualifications	<ul style="list-style-type: none"> • Evidence of a portfolio of written work demonstrating the ability to write effectively in a variety of formats for a range of purposes and audiences

	<ul style="list-style-type: none"> • Professional experience writing data-driven communications (SEO, A/B testing, Google Analytics) • Demonstrated knowledge of how to tailor messages and formats to target audiences • Evidence of proficient editorial skills, including copyediting peers' work and proofreading • Experience adhering to style guides and brand standards • Experience managing and meeting the expectations of both clients and supervisors • Experience in work requiring attention to detail • Experience in engaging with constructive editorial critique • Experience in customer service • Experience meeting deadlines and working in a fast-paced work environment while pursuing multiple projects simultaneously
<p>Working Environment</p>	<ul style="list-style-type: none"> • 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. • Regular use of standard office equipment including, but not limited to: computer workstation/laptop (keyboard, monitor, mouse), printer, fax, calculator, copier, telephone and associated computer/technology peripherals. • Frequent 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. • Consistent direction and feedback are provided to ensure stated goals and objectives are being achieved/met. <p>ASU is a diverse enterprise with a wide variety of work and learning modes, locations and a commitment to sustainability, innovation and employee work-life balance. We are determined to maintain our position as an employer of choice in a competitive labor market.</p> <p>Flexible work options</p> <ul style="list-style-type: none"> • Alternative work schedules can include four, 10-hour workdays in a workweek; a nine-day, 80-hour schedule over two workweeks for exempt employees only; and staggered start and stop times. • Hybrid work is an arrangement where employees spend a minimum of 60% of their regular workweek at their primary ASU work location. Dean or vice president-level approval is required.
<p>Essential Duties</p>	<ul style="list-style-type: none"> • 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. • Create and send emails and newsletters in various software platforms including Salesforce.

	<ul style="list-style-type: none"> • 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 for accuracy, style and readability, recommending changes where necessary.
Department Statement	<p>ASU's Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Nationally recognized as a leader in teacher preparation, leadership development and scholarly research, Mary Lou Fulton Teachers College prepares over 7,600 educators annually. MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching and the effects of education policy. MLFTC mobilizes people through bachelor's, master's and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement. MLFTC takes action by bringing people and ideas together to increase the capabilities of individual educators and the performance of education systems.</p> <p>Aligned with ASU's commitment to justice, equity, diversity and inclusion, MLFTC is committed to advancing systemic equity in our curricula, programming and institutional relationships. The college's core value of Principled Innovation connects individual decision making to the pursuit of systemic equity.</p>
ASU Statement	<p>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 80,000 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.</p> <p>COVID-19 Vaccination Requirements - Under the recent executive order issued by President Biden requiring all employees of federal contractors to receive COVID-19 vaccinations, ASU expects all employees, including new hires, to be vaccinated unless they have an approved medical or religious accommodation. Proof of vaccination will be required by January 4, 2022. For questions about medical or religious accommodations, please visit the Office of Diversity, Equity and Inclusion's webpage and see "Workplace accommodations".</p> <p>ASU is a tobacco-free university. For details visit https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco</p>

	<p>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.</p> <p><u>Notice of Availability of the ASU Annual Security and Fire Safety Report</u> In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU's Annual Security and Fire Safety Report is available online at https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf. You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.</p> <p>Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit https://cfo.asu.edu/az-resources.</p>
Employment Verification	ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.
Fingerprint Check Statement	This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check.
Instructions to Apply	<p>Application deadline is 3:00PM Arizona time on the date indicated.</p> <p>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.</p> <p>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</p> <p>ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.</p> <p>Only electronic applications are accepted for this position. #73665BR</p>