

TITLE: <u>Editorial Specialist</u>	SALARY SCHEDULE: <u>B</u>	CLASS CODE: <u>PE 350</u>
UNION: <u>P&amp;A – Local 1979, U.A.W</u>	SALARY GRADE: <u>13</u>	EEO CODE: <u>30</u>
	FLSA: <u>Exempt</u>	E-CLASS: <u>PE</u>

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## **POSITION PURPOSE**

Provide a variety of editorial services in regard to written and electronics communications issuing from the Office of Marketing & Communications (MAC) and from any unit using MAC services. Key responsibilities include content creation, content organization, editing and proofreading for the university's Customer Relations Management (CRM) system. As time allows, provide editorial services for news and feature writing, proofread university publications from invitations to the President's Report, and prepare communications with multiple media applications for dissemination to both internal and external audiences.

## **ESSENTIAL JOB FUNCTIONS**

Assist the Director- CRM, Director- Editorial Services and AVP- Marketing and Communications to plan, develop, create, disseminate and proofread appropriate information about WSU to a variety of target audiences under the CRM system.

Communicate key WSU messages to prospective and present students, faculty, staff, alumni, friends of the university and the general public.

Write a variety of information pieces for print and electronic media: feature articles for internal and external periodicals, miscellaneous documents for university units, brochures, news releases, website content, marketing publications, speeches, newsletters, etc.

Develop ideas, collect information and verify source materials for written projects. Conduct interviews with internal and external parties.

Prepare copy, select articles and features, assist design professionals in planning layout and design, select typeface and photographs and other images for informational materials and publications.

Proofread, edit copy and check facts for informational and promotional materials for MAC and other units of the university.

Participate in special projects, research and assignments.

Perform related duties as assigned.

## **ADDITIONAL COMMENTS**

The Marketing and Communications office works to raise the awareness of Wayne State University and its prominence in the fields of undergraduate and graduate education, research and community service. This department within MAC provides writing and editing assistance and general editorial guidance for select written and electronic publications, and has a leadership role in communications for the Office of the President. Materials created or edited by MAC Editorial Services are read by prospective students and their parents; donors and friends of the university; elected officials; potential participants in university events; and alumni, faculty, staff and students.

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### **MINIMUM QUALIFICATIONS**

Bachelors Degree from an accredited college or university or equivalent combination of education and experience. Coursework in journalism, English, mass communications, marketing, public relations or related field. Master's degree preferred.

Minimum five years experience as editor and writer, including demonstrated responsibility to create communications for magazine, newspaper, professional reports, press releases as well as electronic media. Experience in higher education preferred.

Experience in writing for the Web and working knowledge of on line social networking sites desired.

Excellent oral and written and communication skills.

Ability to prioritize and plan work activities and adapt to changing conditions.