



**University of Texas at El Paso
Job Description**

Job Code: 18660
Job Title: Senior Writer Coordinator
Department: University Communications
Reports To: In accordance with departmental specific policies
FLSA Status: Exempt
Prepared By: Human Resource Services
Creation / Revision Date: May 8, 2014

Summary: Perform advances (senior-level) writing and consultation work. Writes and produces copy for the UTEP Alumni magazine, UTEP weekly e-newsletter and develops stories around complex subject matter around UTEP's Research portfolio.

Note: The primary accountabilities below are intended to describe the general content of and requirements of this position and are not intended to be an exhaustive statement of duties. Incumbents may perform all or some of the primary accountabilities listed below. Specific tasks or responsibilities will be documented in the incumbents' performance objectives as outlined by the incumbents' immediate supervisor or manager. This position is security-sensitive and subject to Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. Must possess a valid driver's license issued by the State where the applicant resides and must be insurable as defined in the UT System BPM 16-05-02, as applicable to the performance of essential duties and responsibilities of the position.

Statement of Duties and Responsibilities:

Develops and writes creative copy to publicize the university, its programs, activities, faculty, students and staff; researches a variety of news stories through interviews, observations, and online resources and proposes story ideas; develops, writes, and edits bilingual press releases and public service announcements.

Suggests and produces copy and content for UTEP social media platforms.

Ensures all content is correct and meets the standards of style set by the department; edits written documents produced by the department.

Contributes a unique, creative interpretation of editorial content for the university.

Coordinates community relation activities with university staff; assists with media relations and special events.

Provides input on promotional activities.

Maintains abreast of new writing trends and styles which allow the college to remain at the cutting edge of communications content and strategy.

Generates required and necessary reports.

Attends meetings as needed or requested.

Knowledge of all Microsoft Office software and able to learn and use institutional software systems.

Complies with all State and University policies.

Other duties may be assigned.

Supervisory Responsibilities: Carries out supervisor responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees, planning, assigning, and directing work, appraising performance; and disciplining employees; addressing complaints and resolving problems.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Minimum Education required: Bachelor's degree from four year college or university within area of assigned responsibility.

Minimum Experience required: Five years of related experience to the statement of duties and responsibilities; or equivalent combination of education and experience.



Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; walk; sit, use hands to feel; reach with hands and arms; and talk or hear. The employee is occasionally required to climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and move up to 25 pounds.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually quiet to moderate.