

UNIVERSITY OF DALLAS

Job Number: 12803UD

Content Editor

Date Posted: September 1, 2022

WHO WE ARE

The University of Dallas (UD) is a Catholic liberal arts university known for its excellence in academics. We have consistently ranked as one of the top regional universities in the country, holding a place on both U.S. News & World Report's list of the Best Regional Universities (West) and Forbes' Best Value Colleges. We are dedicated to and guided by our [Mission](#) and thrive on professional development, a family-oriented environment, our rich traditions, and exceptional employee benefits.

JOB DESCRIPTION

UD is currently seeking a Content Editor. This individual will manage create, develop, and produce written content that supports strategic communications, brand, and marketing objectives. The Content Editor will produce persuasive and concise copy that supports branding initiatives, recruitment objectives, fundraising efforts, and university goals. Provide support to print, digital, and broadcast projects with specific assignments like institutional publications, admissions collateral, fundraising appeals, and other correspondence, targeted emails, scripts for radio and television advertisements, and informative, interactive text for various websites and marketing campaigns.

PRIMARY RESPONSIBILITIES

- Work closely with the Vice President for Marketing and Communications & Director of Marketing & Communications to set strategy around coverage of university activities and people, create editorial calendars, and prioritize digital and print projects consistent with the University's marketing objectives.
- Under the supervision of the Director of Marketing & Communications, serve as managing editor for written news and feature content produced for UD's content platforms, including institutional publications and digital channels (website, social media).
- Oversee day-to-day management of UDallas.edu newsroom content, including managing and maintaining story ideas and production, assigning stories to staff and freelance writers, editing, and considering the best mode for sharing content.
- Serve as Editor of Tower magazine, a twice-yearly alumni publication, working with the Office of Development & University Relations to plan content, assign writers, and work closely with graphic designers, photographers, and other content contributors.
- Collaborate with appropriate internal clients to develop/review content project needs.
- Research stories, conduct interviews, gather information and write/refine content for various media and marketing deliverables, such as newsletters, direct mail, brochures, and fliers.
- Copyedit, proofread, and fact-check materials as assigned.
- Reviews and edits institutional copy for marketing, admission, development, and executive communications, as assigned, ensuring consistency in quality and voice: Edit grant proposals and various communications from the Office of the President.

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- Develops and maintains home page and other content as needed for UDalals.edu, related microsities, and social media pages.
- Other duties as assigned to ensure the efficient and effective operations of the Marketing & Communications department.

MINIMUM REQUIREMENTS

- A bachelor's degree in communications, marketing, public relations, journalism, or related field.
- Five years of professional copywriting experience in an advertising or digital marketing agency or related entity.
- Proficiency in writing and proofreading, including knowledge of Associate Press style.
- Proficiency in Microsoft Office software suite or equivalent.

PREFERRED QUALIFICATIONS:

- Higher education experience is highly preferred.

ADDITIONAL INFORMATION

- Ability to write across a variety of topics, formats, and styles and to create compelling copy for web, print, and multimedia.
- Ability to quickly respond to creative brief requests and effectively address copy needs.
- Ability to work collaboratively within a team and independently.
- Ability to develop an understanding of the client's brand, products, and competitive landscape.
- Ability to translate instructions, rules, and regulations into clear, engaging copy containing a call to action.
- Ability to create text for an integrated campaign using print, broadcast, and digital components.
- Knowledge of the structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Excellent time management and organizational skills; able to effectively prioritize projects and work well under time constraints.
- Excellent customer service and negotiation skills.
- Ability to manage and prioritize simultaneous projects and meet deadlines in a fast-paced, dynamic environment.

BENEFITS

UD provides competitive pay and benefits, including eligibility to participate in medical, dental, life, and disability insurance; employee events; a health and wellness program; a free fitness center; competitive leave programs; tuition benefits for employees and their families; and matching retirement plan contributions.

If this sounds like the job for you, apply online at: <https://hr.udallas.edu/apply/>

The University of Dallas seeks to recruit, develop, and retain faculty, staff, and administration of the highest caliber.

The University is an Equal Opportunity Employer, and encourages applications from female and minority candidates and others who will enhance our community and advance our Mission.