

# COPYWRITER

Department: University Marketing and Communications  
Reports To: Director of Communications

Position Summary: This position develops written content that contributes to the effectiveness of North Park University's communications, with particular attention to marketing and web contexts.

You are exceptionally skilled at the writer's core task: understanding an audience and crafting language that benefits both reader and writer. You read voraciously, and you learn from great writers of all kinds. You're intrinsically motivated by creative work and the production process. You love higher education and are motivated by the good it does in our society. You personally embrace the Christian mission and core values of North Park University and are accomplished at presenting its identity and distinctives. The compelling, useful content you produce will build demand for enrollment at North Park, maintain engagement with the University's mission, and give prospects, students, alumni, and their families all the information they need.

## Essential Responsibilities

- Develop and maintain **understanding** of higher education, the University's key goals and audiences, media genres and techniques, and publishing platforms
- Develop and maintain a **mindset** of creativity, innovation, excellence, and learning in envisioning and producing written content
- **Write** compelling, audience-oriented marketing copy that builds demand through print and digital channels for North Park consistent with University policies, programs, branding, and style
- Collaborate with in-house and freelance designers in **developing concepts** for ads and marketing materials in diverse media
- Contribute written content, including articles and microcopy, as needed for **related University projects** (e.g., northpark.edu, North Park-managed blogs, internal portals and mobile platforms, and other print projects)
- Assure the **effectiveness, quality, accuracy, currency, and relevance** of written content in projects as assigned
- Collaborate with other members of the **Communications team**, notably the University Web Editor, on assigned writing and content-development, -production, and -management projects
- Collaborate with other members of the **University Marketing and Communications team**, notably the Director of Marketing and Client Manager, on appropriate projects
- Collaborate with staff, faculty, and students **University-wide** to develop and implement effective written content
- Contribute to **content strategies** that fulfill the University's mission, regular **content audits** to evaluate the effectiveness of the University's written content, and the **search-engine optimization** of written content online
- Participate in the **training of content authors** both on the technical aspects of the University's content management system and in web and content standards and style
- Write or edit content for **other appropriate communications**
- Interact individually with University constituents as needed in order to give them an **outstanding experience**
- Other priority projects as assigned

## Other Desirable Responsibilities

- Contribute to the **analysis** of content usage, traffic, demographics, and trends
- Develop and maintain expertise of **recognized value among peers** in higher education and communications

### Essential Qualifications

- Appreciation for, commitment to, and ability to effectively communicate North Park University's mission and philosophy of Christian higher education
- A bachelor's degree and a minimum of three to five years' relevant experience or background
- Excellent interpersonal and team skills working with colleagues throughout the University
- Superior writing skills, including the ability to make a connection with various audiences and high standards of grammar, spelling, and style
- Experience in marketing, sales, or customer service
- Excellent judgment in visual communication, including design, photography, and video
- Expertise in using and learning desktop, mobile, and online software
- Experience working with and an aptitude to learn more about content-management systems and online markup including HTML
- Ability to work independently, prioritize tasks, manage complex projects, respond effectively to multiple demands, and meet deadlines
- Demonstrated commitment to high standards of detail and accuracy, customer service, and institutional alignment
- A communication style that is intelligent, positive, persuasive, and fun

### Other Desirable Qualifications

- Experience with social media platforms including Facebook, Twitter, and YouTube, especially on behalf of a business, institution, or organization
- Experience in web development beyond HTML
- Experience with project management; email-marketing platforms; photo-, audio-, or video-editing software; or digital-asset management
- Experience working with faculty, administrators, and staff in higher education
- Graduate degree or coursework in a relevant field

Work schedule will revolve around the University calendar and business hours (normally Monday through Friday, 8:30–5:00). This position will be expected to work on the main North Park University campus in the office of University Marketing and Communications.

Effective Date: January 2012

NOTE: Nothing in this job description restricts the supervisor's right to assign or reassign duties and responsibilities to this job at any time.