

PUBLIC RELATIONS & MARKETING SPECIALIST III (COPYWRITER) PUBLIC RELATIONS AND MARKETING

Hourly Rate: \$16.47 - \$16.82
Hours Per Week: 30 (Part-time position)
Hours of Duty: Monday – Friday, Between 8:00 AM – 5:00 PM
Position Number: W0001

QUALIFICATIONS REQUIRED: Bachelor's degree in Journalism, Marketing or related field or equivalent combination of training and experience. Practical experience in the profession of marketing, public relations, organizational communications, or journalism. Must have copywriting, editing and proofreading techniques using Chicago and AP Style. Internet design and operation principles a must. Extensive experience as a copywriter. Strong verbal and written communication skills. High proficiency in English grammar. Excellent interpersonal skills including the ability to communicate and interact with people at all levels. Exceptional direct response writing, editing and proofing skills. Must have the ability to understand the field of Higher Education and excel at writing to that audience. Ability to work well under pressure, handle multiple projects concurrently and meet deadlines. Proven strength in organization and attention to detail. Strong computer skills especially Microsoft Word, Xpress, InDesign, Powerpoint, Frontpage and Outlook. Able to work well in a team environment and understand and be able to apply Project Management principles. Criminal history and other background checks will be required of the finalist candidate for the position. Satisfactory reference and background checks are a condition of employment.

QUALIFICATIONS PREFERRED: Master's degree in Journalism, Marketing or related field. Experience in a higher education environment highly desirable.

DESCRIPTION OF DUTIES: The Copywriter works closely with the Director of Public Relations and Marketing and Public Relations and Marketing Coordinator. The Copywriter will be responsible for the written content, factual accuracy of information and development of major college marketing materials and publications based on the overall branding strategy. The writer is also responsible for determining strategic structure of marketing messages and maintains the consistency of the "Thomas Nelson Community College" brand and voice in all materials. The copywriter must provide compelling and persuasive headlines and taglines for various marketing vehicles, including but not limited to advertisements, poster, billboards, invitations, direct mail pieces, event components, trade shows and internal presentation materials and participate in meetings with management, graphic designers and other college departments. The Copywriter serves as a member of the PR/Communications team and is responsible for writing major addresses, brief remarks and talking points for the President. The Copywriter serves as the project manager for the annual report and the President's Newsletter. The Copywriter is responsible for gathering information, writing and coordinating content and maintaining factual accuracy of information. Serve as an alternate point of contact for the media in absence of the Public Relations and Marketing Coordinator and Director. Seek information, research and write releases destined for mass and specialized media. Provide high level of customer relations and reinforcement of the professionalism and the caring nature of the college through daily on-the-job actions which include maintaining a welcoming, professional office atmosphere and environment. Perform other tasks in support of public relations efforts of the college and the Thomas Nelson Community College Educational Foundation as directed.

APPLICATION PROCESS: You will need to submit an online application for this position by visiting the following web site: <http://jobs.agencies.virginia.gov/applicants/Central?search=293>. We will only accept applications through this site. Complete application packages will include: an online application, cover letter, resume, names of three professional references with current addresses and telephone numbers. **Incomplete application packages will not be accepted. Applications will be reviewed until the position is filled.** Faxed or e-mail applications will not be accepted.

Thomas Nelson Community College is an Affirmative Action/Equal Opportunity Employer and actively seeks applications from women and minority candidates.