

RANGE N05

**JTC NO. TAG
FLSA EXEMPT Y**

**DALLAS COUNTY COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION**

JOB TITLE: Senior Digital Editor/Writer

DATE PREPARED: Fall 2014

DATE REVISED: Spring 2015; Spring 2017

GENERAL SUMMARY: Serves as a lead editor for assigned digital publications, including websites, daily news sites and email marketing campaigns. Performs administrative work to support the planning, coordination, implementation, monitoring and evaluation of digital publications.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Researches, writes, edits, proofreads and copy edits a variety of digital content including news bites, promotional copy, full length articles and print copy that needs to be transformed into digital copy. May create online advertisements for marketing initiatives.

Uses HTML, CSS and other languages to publish content in various content management systems.

Publishes quality Web-based graphics, video and audio content.

Identifies potential interview candidates, schedules and conducts interviews with them, then develops original content.

Sets timelines, in collaboration with the director of digital publishing and/or the Web managing editor.

Coordinates the work of (and may supervise) staff/freelance employees who are responsible for day-to-day publishing operations on assigned digital publications.

Coordinates the Web production team (manager of rich media, technical web developers and content managers) in developing the information architecture and design layout of the District Web sites.

Stays abreast of search engine strategies and develops effective keywords and descriptions for Web pages.

Ensures that digital content is fresh and appealing to our target audiences and that it supports assigned missions/goals/objectives.

Develops concepts and strategies to ensure that the district's and/or colleges key messages are effectively communicated via assigned digital publication(s).

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PRINCIPAL DUTIES AND RESPONSIBILITIES: - continued

Establishes the journalistic style and voice of assigned digital publication(s).

Edits and proofreads copy for accuracy, grammar and style.

Diplomatically coordinates with and edits the work of other writers and contributors to ensure consistency in style, tone and quality of assigned digital publication(s).

Collaborates with other content writers and communicators in the office of public and governmental affairs to help advance projects and programs for internal and public relations purposes.

Visits college campuses to cover stories.

Some positions may be responsible for creating written, graphic, downloadable and interactive content.

Troubleshoots, assists, and develops content with various content owners.

Provides technical assistance with, but not limited to, graphics, PDF, Office, Web and other related software.

May supervise writers, freelancers and research assistants; coach's junior digital editors/writers.

Performs other duties as assigned.

REPORTING RELATIONSHIP:

Varies to meet organizational needs.

PHYSICAL EFFORT REQUIRED:

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.

While performing the duties of this job, the employee is occasionally required to stand, walk, sit, push, lift, reach, carry, grasp, squat or stoop, bend and twist the body while performing essential duties, use hands to finger, handle or feel objects, tools or controls, reach with hands and arms, climb stairs, talk or hear. The employee must have the ability to occasionally lift and/or move up to 20 pounds.

MINIMUM EDUCATIONAL/SKILL REQUIREMENTS:

- Bachelor's degree or higher plus three years of experience in writing/editing and one-year experience working in an online publishing environment **or** Associate's degree plus five years of experience in writing/editing and two years of experience working in an online publishing environment.

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MINIMUM EDUCATIONAL/SKILL REQUIREMENTS: - continued

- Requires excellent writing, editing and proofreading skills.
- Basic knowledge of HTML, CSS and content management systems.
- Ability to convert documents to PDF format.
- Ability to teach/train others in the use of pre-determined and/or pre-designed parameters and related tasks.
- Experience with using internal style guides/visual standards.
- Solid understanding of digital marketing principles.
- Basic knowledge of user-centered design/website usability.
- Extensive knowledge of journalistic style standards, including AP Style and the ability to establish and maintain effective working relationships with staff, faculty, students and community members from diverse backgrounds.
- Requires valid driver's license.
- Strong knowledge and experience providing effective customer service .
- Official transcripts will be required.
- *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***