JOB DESCRIPTION

POSITION TITLE: Editor

JOB CLASS: SUPERVISOR: AVP of Marketing Media

CLASSIFICATION: Relations

LOCATION:

DEPARTMENT: University Marketing

POSITION OVERVIEW: The Editor is knowledgeable about the university’s mission, brand and strategic plan, and leads the university’s editorial voice by working positively and collaboratively with the campus community and University Marketing colleagues to produce outstanding collateral and periodicals for the university (Stetson Magazine, Visual, Strategic Report, President’s Report). This includes building concepts, art direction and design, writing, editing and copy editing and keeping university magazines and reports on schedule and budget.

QUALIFICATIONS, KNOWLEDGE AND SKILL REQUIREMENTS:

- The editor should have a demonstrated knowledge and understanding of the needs of the institution. The editor should have an ability and background in design and art direction for university magazines, periodicals, and reports and will provide examples of previous work and awards in this area. There should be a background and experience working with development and alumni offices to support outreach and engagement with the university. The ideal candidate will have an editor’s “eye” and will embrace their role as the grammar and style gatekeeper.

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:

- Directs and manages the periodical program for Stetson University
- Ensures the university’s values and voice and present in periodicals throughout the year.
- Develops story and content ideas while considering their readers and audience.
- Plans the contents of periodicals based on each publication’s style, editorial voice and publishing requirements.
- Writes and edits captivating articles that engage readers in the life of the university.
- Prepares, rewrites and edits copy to improve readability and supervise others who do so.
- Assigns stories to staff, students and freelancers.
- Read, evaluate and edit manuscripts or other materials submitted for publication and confer with authors regarding changes in content, style or organization.
- Works with academic departments and faculty to develop stories and articles for publications.
- Edits copy and proofs for spelling, grammar and style errors.
- Verify dates, facts and statistics using standard reference sources.
- Performs other site and position specific functions as assigned.
- Review and approve proofs before and during publication production and printing.
POSITION TITLE: Editor

- Work with independent proofreader to ensure consistency.
- Ensure corrections are made and that files are delivered print ready.
- Maintain publication and delivery schedules.
- Collaborate on other publications (print and digital) as needed.
- Help other marketing team members with writing and editing as needed.

ROUTINE DUTIES AND RESPONSIBILITIES:

- Meet weekly with the University Marketing and Development to discuss periodical planning, printing, and publications, including concepts, content status and drop dates.
- Work as needed to proofread and write other materials.
- Collaborate with internal and external authors and editors to maintain periodical schedules and deadlines.
- Meet with the university administrators to review plans for upcoming periodicals and reports.
- Manage magazine budget with assistance of University Marketing budget manager.

APPLICATION PROCEDURE: Please submit a letter of application, which address the qualifications, a resume, and/or application, with names, addresses, and telephone numbers of three professional references to Stetson University, Inc.; Office of Human Resources; 421 N Woodland Boulevard, Unit 8327, DeLand, FL 32723. FAX: (386) 822-7562 E-MAIL: humres@stetson.edu. Complete application, available online.

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