



OFFICE OF HUMAN RESOURCES

POSITION ANNOUNCEMENT

POSITION TITLE: Marketing Communications Writer

PERSONNEL STATUS: PIN/Exempt

DEPARTMENT: University Relations and Marketing (URM)

OPEN DATE: January 16, 2015

CLOSING DATE: Open Until Filled Initial Screening Date- February 13, 2015

Responsibilities: Writes compelling and engaging marketing and informational copy for a variety of communication channels including print publications, websites, advertising, video, and social media in a tone and style consistent with the university's brand image and personality; develops a deep understanding of the university's competitive marketplace to conceptualize and execute advertising and marketing strategies in collaboration with team members; conducts interviews with internal and external sources to execute high level writing projects including annual reports, recruitment materials and magazines that engage the audience and elevate the brand; proofreads, edits, and re-writes content to assure consistent style, tone, grammar and alignment with institutional messages; maintains effective working relationship with university staff and external stake-holders, serving as University Relations and Marketing liaison on campus committees to develop appropriate solutions to meet communication needs; manages multiple and competing priorities to ensure timely completion of critical projects; performs other related duties as assigned.

Qualifications: Bachelor's degree required with majors in English, creative writing, journalism, marketing, or a related field preferred. Minimum three (3) years professional experience in copywriting, advertising, public relations, journalism, or a related field required. Demonstrated skills in writing, editing, and organizing content for web sites and a range of marketing materials. Thorough knowledge of effective communication principles and marketing communication strategies; extensive writing experience with ability to translate key messages in compelling, persuasive copy, varying style and tone depending on the audience, message and marketing channel; broad knowledge of print, broadcast, electronic and social media communication channels with demonstrated skills in writing and editing advertising and promotional materials across various mediums; excellent interpersonal and teamwork skills and ability to work independently; proficient with Microsoft Office applications.

SALARY: \$47,000 - \$54,000

RANGE: I

APPLICATION: Interested and qualified applicants should submit two copies of a cover letter, resume/curriculum vitae, BSU Employment Application, along with a list of at least three (3) professional employment references. **Submissions without an application will not be considered.** Email or mail all documents to:

**Office of Human Resources
Bowie State University
14000 Jericho Park Road
Bowie, MD 20715
JOBS@bowiestate.edu**

Bowie State University is an Equal Opportunity/Affirmative Action Employer
Auxiliary aids and services for individuals with disabilities are available upon request. Please contact the University's EEO Officer at 301-860-3442.

To download the BSU application, go to <http://www.bowiestate.edu/files/resources/staff-employment-application-revised-9-2014.pdf>

In accordance with the Cleary Act of 2000, you are advised to contact the Bowie State University Campus Police Office for Disclosure of Criminal Incidents that occur on our campus.