

JOB INFORMATION

Effective Date	10/22/2021
Job Code:	3139
Job Title:	Marketing Copywriter
Salary Grade/Structure:	020 - Admin-Professional
Career Level Name:	
FLSA Name:	Non-Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Marketing
Job Family:	Publications
Job Summary	Writes and edits various written communications for the Division of Enrollment Management. These communications include written correspondence, marketing collateral, and web pages. Develops communications for a wide variety of audiences which include prospective students and families, current students, and high school and community college counselors. Proofreads division communications to ensure proper facts and grammar are utilized. Oversees the university catalog process.

COMPETENCIES

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/ Preferred	
Bachelor's Degree	in a related field	Required	

Work Experience

Experience	Experience Details	Required/ Preferred	
Less than 3 yrs	in a related field	Required	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Preferred	
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Knowledge, Skills and Abilities

KSAs	Proficiency
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JOB RESPONSIBILITIES

Campus Security Authority ☐

Remote Work Capable ☐

Essential Functions

Essential Function	% TIME
• Writes and edits various communications materials for the Division of Enrollment Management with the purpose of communicating university messages for marketing over a variety of media and correspondence and for multiple audiences.	45%
• Fact-checking, grammar-checking and proofreading of the main communications for the Division of Enrollment Management.	45%
• Manages the university catalog process working alongside the various departments and schools.	10%
• Other duties as assigned.	0%

PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

PHYSICAL DEMANDS/WORKING CONDITIONS

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing						
Walking						
Sitting						
Lifting						
Carrying						
Pushing						
Pulling						
Climbing						
Balancing						
Stooping						
Kneeling						
Crouching						
Crawling						
Reaching						
Handling						
Grasping						
Feeling						
Talking						
Hearing						
Repetitive Motions						
Eye/Hand/Foot Coordination						

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold					
Extreme heat					
Humid					
Wet					
Noise					
Hazards					
Temperature Change					
Atmospheric Conditions					
Vibration					

Travel Requirements

Estimated Amount	Brief Description