

JOB INFORMATION

Effective Date	10/13/2021
Job Code:	3928
Job Title:	Web Writer/Editor
Salary Grade/Structure:	030 - Admin-Professional
Career Level Name:	
FLSA Name:	Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Communications
Job Family:	Media
Job Summary	As part of the University Communications team, the Web Writer/Editor works closely with the branding staff and fellow editorial team members to maintain university standards and support marketing communications objectives. Develops, researches, writes and edits content for top-level web pages and marketing-critical content such as academic degree landing pages. Coordinates web writing projects with colleges/departments. Assists with training programs and works with web content managers and content contributors to ensure online content supports university branding and complies with web governance standards for accessibility, assessment, content maintenance, security, content strategy, information architecture, change management and application management.

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 Communications, Journalism, Public Relations, Marketing, Digital Communications or related field.	Required	

Work Experience

Experience	Experience Details	Required/ Preferred	
Some	years of professional writing and editing experience in a communications, public relations or marketing environment	Required	
Less than 3 yrs	of professional experience writing/editing in Associated Press Style and in digital photography	Required	
Less than 3 yrs	experience in a higher education or nonprofit communications environment	Preferred	
Less than 3 yrs	professional experience in graphic design and web production	Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
Less than 3 yrs	experience with writing and editing copy for use in various formats including news blogs, marketing materials, email campaigns and other communications	Preferred	
Less than 3 yrs	familiarity with search engine optimization best practices	Preferred	

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
<ul style="list-style-type: none"> Develop, research, write, edit, review and revise content for the university's website to ensure it is in the appropriate format for digital communications, adheres to Associated Press Style and complies with university brand messaging and guidelines. Write and edit content for web articles, blogs, email campaigns, marketing materials and other projects. Shoot digital photography/video to enhance editorial content. 	50%
<ul style="list-style-type: none"> Consult with and assist end users in creating or maintaining content for the university website, implementing information architecture plans as well as web standards and brand guidelines. 	25%
<ul style="list-style-type: none"> Assist with training programs for university staff to learn about various tools, such as OU Campus CMS and Google Analytics, as well as best practices in web communications. 	15%
<ul style="list-style-type: none"> Support various communications projects and perform other duties as assigned. 	10%

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						

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
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