



WILLIAM JESSUP
UNIVERSITY

JOB TITLE:	Marketing Copywriter
DEPARTMENT:	Marketing
SUPERVISOR:	Director of Marketing
FLSA STATUS:	Non Exempt

MAJOR PURPOSE:

A William Jessup University copywriter works in the marketing department to produce original written content in support of the mission and brand of the university. Applicants must be able to effectively engage target audiences through the written language across all mediums and styles of writing. An ideal candidate would be a team-oriented person who is both skilled and imaginative in their writing and possesses a keen awareness of details. S/he should also be a quick learner, able to grasp project requirements rapidly and offer valuable insights concisely.

To be a successful Copywriter, you should have exceptional writing and research skills and the ability to adapt to the varying needs of your clients or companies.

ESSENTIAL FUNCTIONS:

- Originate short form and long form written content supporting the Jessup mission and brand.
- Provide general and line editing support for marketing projects
- Write high-engagement social media content that reflects our brand's voice
- Collaborate with academic departments to develop copy for content marketing materials
- Produce error-free content that adheres to the company's style guidelines
- Interpret creative direction and adapt points from creative briefs into persuasive copy concepts
- Simultaneously manage multiple projects with short deadlines
- Propose copy concepts and present underlying strategic thinking

QUALIFICATIONS EDUCATION/CERTIFICATIONS:

- Proven work history with relevant experience as a copywriter or related role
- Strong working knowledge of online content strategy and creation
- Exceptional writing, proofreading, and editing skills
- Experience with SEO
- Self-motivated with strong research skills
- Excellent sense of style and creativity
- Enthusiastic about working collaboratively
- Persistent and not easily frustrated by multiple edits
- Solid time-management and organizational skills
- Confident in all relevant computer skills

REQUIRED KNOWLEDGE:

- Modern word processing software
- Version control or revision tracking
- Basic WordPress publishing

SKILLS/ABILITIES:

- Ability to tell a story through the written word
- Ability to use appropriate style guides and editorial rules

WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

WORKING CONDITIONS:

The employee is regularly in a typical office environment with adequate light and moderate noise levels. No hazardous or significantly unpleasant conditions. Air-conditioned buildings; tile, concrete and carpeted floors. The marketing office is on the second floor of a two story building with no elevator access.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, crouch and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 50 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law. I acknowledge I have reviewed the content of this job description and understand that if I have any physical limitations or require any reasonable accommodations in order to perform my job, I must immediately inform administration.

Employee Signature _____ Date _____