



Job Description

Job Title: News Writer

JTC: CJL

Salary Range: N05

FLSA: Exempt

Since 1965, we have served more than 3 million students. Dallas County Community College District (DCCCD) is one of the largest community college systems in the state of Texas, which includes seven independently accredited colleges located around the Dallas/Fort Worth area.

POSITION SUMMARY

Provides assistance with news coverage across the district; coordinating timelines and assignments with the Director of Media Relations.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Strong knowledge of communication and media relations. Demonstrate excellent project management skills. Ability to promote and develop a positive image for a diverse organization through news stories and coverage.

Ability to contribute to achievement of the College's strategic communications goals by working within the strategic communications framework. Demonstrate experience in coordinating assignments for several individuals and departments simultaneously and to track progress.

Ability to work and function well in a team setting. Excellent time management skills and attention to detail. Ability to write for external news and internal communications. Skill in human relations and ability to work productively with constituencies including faculty, students, administrators, alumni, media, and the public.

Able to provide excellent interviews, speaking and writing skills using news/AP style. Ability to work effectively and accurately under tight deadlines.

Oral and written communication skills in order to support interaction with individuals from varying backgrounds. Strong knowledge and experience providing effective customer service. Excellent interpersonal skills and the ability to create strong professional relationships with colleagues, staff and clients.

PHYSICAL REQUIREMENTS

Normal physical job functions performed within a standard office environment. Reasonable accommodations may be made to individuals with physical challenges to perform the essential duties and responsibilities.



MINIMUM KNOWLEDGE AND EXPERIENCE

Associate degree plus five (5) years of experience in communications. Ability to work extended hours beyond the regular 8:00 a.m. – 5:00 p.m. workday during heavy registration peak times. Official transcripts will be required. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Writes and proofreads news releases and content for traditional and online news outlets. Ability to write using Associated Press style and excellent writing skills in all news releases and other types of communications. Maintain several writing assignments and meet all deadlines.

Provides ideas for news stories to the News Communication manager or Director of Media Relations when directed and provides completed stories to the district's Internet Publishing team to use on the DCCCD web page, My Portal, social media channels and for e-newsletters.

Collaborates with other content writers and communicators in the office of public and governmental affairs to help advance projects and programs for internal and external public relations purposes. Assists in writing assignments, newsletter content and other projects for several individuals and adheres to deadlines and tracks/report progress to the Director of Media Relations.

Cultivates news story leads through contacts by phone or through on-site visits at all colleges and locations in the District or as assigned by either the Director of Media Relations or the News Communications Manager.

Completes required DCCCD Professional Development training hours per academic year. Utilizes excellent communication skills and the ability to interact with diverse internal/external stakeholders and constituents within the DCCCD community network. Provides excellent customer service.

Performs related duties as assigned.

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Incumbents may be directed to perform job-related tasks other than those specifically presented in this description. Position requires regular and predictable attendance.