



Job Description

Job Title: Senior Digital Editor/Writer

JTC: TAG

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

Serves as a lead editor for assigned digital publications, including websites, daily news sites and email marketing campaigns. Performs administrative work to support the planning, coordination, implementation, monitoring and evaluation of digital publications.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Experience in creative writing, copyediting, news writing, and digital media with a thorough knowledge of standard writing practices. Excellent writing and editing skills as well as the ability to adopt the style, tone and voice of the district or campus and knowledge of various types of content. Extensive knowledge of journalistic style standards, including AP Style. The ability to ensure that the content meets the client's needs and follows, district policies, processes and guidelines.

Experience identifying a problem by researching options, resources and provides and implement a solution, making adjustments as they occur. Ability to develop a strategy for generating meaningful content that consistently encourages engagement and interest in the district key priorities. Ability to develop and maintain a clear and consistent brand, voice and style.

Ability to establish and maintain positive working relationships with others in a diverse environment, both internally and externally to achieve the goals of the organization. Good project management and organizational skills. Ability to develop unique and attractive headlines and body of the article in order to get the attention of audiences.

Ability to balance data, insights and editorial acumen when making decisions about content. A solid understanding of HTML editing tools. Highly organized and detail oriented, results driven with the ability to multitask and prioritize work schedules. Knowledge of content management systems such as Photoshop, Illustrator, etc.

Requires exceptional copyediting, proofreading and fact-checking skills. Experience with using internal style guides and visual standards. Solid understanding of digital marketing principles. Ability to have a clear understanding of the clients' needs and goals for online publications to ensure clients goals are met. Proficient computer skills, including Microsoft Office Suite. Excellent communication and writing skills in many different styles and tones. Must have excellent customer service.

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. Occasionally may be required to lift and carry materials weighing up to 30 pounds.

MINIMUM KNOWLEDGE AND EXPERIENCE

Associate degree plus five years of experience in writing/editing and two years of experience working in an online publishing environment. Must have valid driver's license for off-site travel. 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

Research, write, edit and proofread a variety of digital content documents including news bites, promotional copies, full length articles and print copy that needs to be transformed into digital copy. May create online advertisements for marketing initiatives. Uses HTML, CSS and other languages to publish content in various content management systems.

Publishes quality Web-based graphics, video and audio content. Identifies new interview candidates, schedules and conducts interviews with them, subsequently developing content. Ensures that digital content is fresh and appealing to our target audiences and that it supports assigned missions, goals and objectives. Visits college campuses to cover stories.

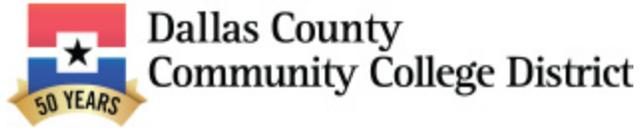
Collaborates with other content writers and communicators in various organizations to help advance projects and programs for internal and public relations purposes. Coordinates the Web production team (manager of rich media, technical web developers and content managers) in developing the information architecture and design layout of the district web sites. Stays abreast of search engine strategies and develops effective keywords and descriptions for web pages.

Develops concepts and strategies to ensure that the district and colleges key messages are effectively communicated via assigned digital publication(s). Establishes the journalistic style and voice of assigned digital publications. Diplomatically coordinates with and edits the work of other writers and contributors to ensure consistency in style, tone and quality of assigned digital publication(s).

Some positions may be responsible for creating written, graphic, downloadable and interactive content. Troubleshoots, assists, and develops content with various content owners. May supervise writers, freelancers, research assistants and coach junior digital editors/writers. Must complete required DCCCD Professional Development training hours per academic year. Must have solid listening, oral and written communications to communicate with a diverse array of stakeholders and constituents within the DCCCD community network.

Performs other 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.