



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 08/16
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Senior Development Writer & Lasso Advisor

JOB SUMMARY

The Senior Development Writer & Lasso Advisor will collaborate with other members of the University Advancement and Students Life teams to create fundraising project summaries, funding proposals, stewardship reports, solicitations and other written materials for internal and external audiences, and work with students on developing their media writing skills primarily through serving as advisor to the Lasso. This position will spend approximately 75 percent of his/her time serving as project manager, editor, and/or principal writer for a wide variety of print and electronic projects, including funding proposals for individuals, corporations, foundations, and other organizations; donor profiles; campaign-related promotional materials; annual stewardship reports for select foundation donors; and project summaries for a diverse array of fundraising goals. Types of projects include formal proposals, letters of inquiry, brochures and flyers, direct mail pieces, invitations, web site content, speeches, and event scripts. As the Lasso Advisor the position incumbent will serve approximately 25 percent of his/her time mentoring the student newspaper staff. Responsibilities include, setting high journalistic standards and expectations for all Lasso publications, critiquing each issue of the publication and developing a training program among additional tasks. Training and coaching student staff in planning, skills (production, writing, editing, printing, distributing) and management techniques needed as they strive to meet high journalistic standards, producing publications that are both fair and accurate. Work is performed under general supervision and performance is based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Interim Director of University Advancement

Supervises: Student Assistants

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ESSENTIAL DUTIES - May include, but not limited to the following:

- Manages University Advancement writing projects, as assigned, from inception through delivery.
- Writes and edits additional advancement-oriented copy as assigned.
- Periodically provides updated content for Development sections of University web site.
- Represents Development office to other University departments and serves on committees.
- Serves as the advisor to the student newspaper.
- Trains and coaches student staff in planning, skills (production, writing, editing, printing, distributing) and management techniques needed as they strive to meet high journalistic standards, producing publications that are both fair and accurate.
- Executes policies outlined in the University Policies & Procedures and the Lasso guidelines.
- Helps student editors develop and maintain lines of communication between the student journalists and the University community.
- Serves as a liaison between student journalists and the Campus Student Publications Board.
- Critiques each issue of the publication and discuss this feedback with the staff.
- Develops a training program for the publication's staff.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

Bachelor's degree in English, journalism or related field. Master's preferred.

EXPERIENCE

Minimum five years of experience in developing publications or copy writing. Must have a body of work to demonstrate writing abilities.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Knowledge of Microsoft Word, Excel, and PowerPoint required.
- Demonstrated knowledge of business correspondence, marketing materials and reports.
- Strong writing, editing and proofreading skills.
- Ability to easily change writing styles to fit the audience and voice of the piece.
- Strong project management skills. Ability to meet deadlines while maintaining good relations with colleagues.
- Ability to quickly and effectively gather information by means of interviews, database research, etc.
- Ability to work both collaboratively and independently.
- Ability to organize information for effective presentation in publications, web sites, and other media.
- Ability to develop, package and produce editorial content for web sites.
- Ability to interact effectively with a wide variety of people on- and off-campus.
- Ability to produce high-quality work on deadline. Comfortable managing multiple projects, priorities and deadlines.
- Commitment to the highest standards of customer service and professionalism.
- Sets high journalistic standards and expectations for all Lasso publications.
- Ability to use a personal computer and other office equipment, including related university software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management.

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Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Printed Employee Name: _____

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.