**JOB DESCRIPTION**

**TITLE**
Lasso Staff Advisor

**JOB SUMMARY**
The position will serve as the advisor for the Lasso student 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 upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

**ORGANIZATIONAL RELATIONSHIPS**

*Reports to:* Director of Communications, Student Life  
*Supervises:* No supervisory responsibilities

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

- Sets high journalistic standards and expectations for all Lasso publications.
- 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 discusses this feedback with the staff.
- Develops a training program for the publication’s staff.
• Reviews academic standing of all student staff.
• Proposes and administers budgets in coordination with the Director Communications, Student Life.
• Solicits bids and contracts for printing services and other work not performed by staff, and to ensure the quality of all contracted work.
• Assists in the transition of editors from one cycle to the next, and help maintain the continuity of the publication from one group of editors to the next.
• Oversees staff selection processes for all publications, ensure that guidelines and requirements are followed, and assist in recruiting, selecting, training and evaluating staff members as needed.
• Helps editors understand the legal ramifications of their responsibilities and establish proficiency of the publication’s editors in matters of libel and other potentially legally problematic areas.
• Works with the director and editor in chief to develop and annually review and as needed update a handbook that shall be distributed to all staff members.

ADDITIONAL DUTIES

• Performs other duties as requested.

EDUCATION

Bachelor’s degree, preferred in Journalism or Mass Communications.

EXPERIENCE

Minimum one year experience with campus student newspapers.

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:

• Working knowledge of office practices and methods.
• Ability to coordinate work with other employees, providing direct instruction or supervision as assigned.
• Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
• Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
• Ability to communicate effectively orally, by phone, in person, and in writing.
• Ability to represent the department and University in a friendly, courteous, and professional manner.
• Ability to use a personal computer and other office equipment, including 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. 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: __________

Employee Printed 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.