Date of Notice: September 16, 2016

Announcing the Availability of the Following Position:

Marketing Copywriter

In the Department of

University Marketing and Communications

Position Responsibilities:

The Marketing Copywriter develops, project manages and implements a wide variety of publication projects to support the goals of University departments and the strategic focus of the institution. Serves as the primary storyteller behind institutional outcomes and applies stories from Communications Coordinator into meaningful recruitment materials for prospective students and their families. Oversees all marketing writing to ensure it aligns with brand standards. Responsible for the day-to-day implementation, maintenance, and operations of all print material as well as ensuring print material is reused in meaningful ways online and digitally. Coordinates with internal and external clients to receive, review, and edit publications. Serves as the primary writer in the office for university publications. Manages client relationships, assignment, tracking and completion of projects as assigned by the Director of University Marketing and Communications. Provides, editorial and/ or design support, and client interface as required.

Qualifications:

- Commitment to the mission and values of a Lutheran University
- Bachelor's degree in Journalism, Communications, Marketing or related field required; advanced degree desirable.
- 3-5 years marketing and copywriting experience required
- 1-3 years experience with SEO best practices and writing optimized web copy
- 1-3 years experience writing, editing, and proofreading a variety of types of copy. Ability to create compelling copy often synthesized from information collected by varied sources, such as email questionnaires, phone interview, face-to-face interviews, web sources or other printed materials.
- Experience with Adobe Creative Suite is preferred but not required.

Additional Information:

Classification Level: Non- Exempt
Full Time Equivalent: 100%
Benefit Eligibility: Full benefits
Salary Range: Negotiable
Application Deadline: September 30th, 2016 or until position is filled

Please send a letter of interest and a current resume to:

Via e-mail (preferred): StaffSearches@csp.edu
Via postal mail: Human Resources
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St. Paul, MN 55104-5494
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