

**JOB INFORMATION**

Effective Date	3/19/2024
Job Code:	3139
Job Title:	Marketing Copywriter
Salary Grade/Structure:	020 - Admin-Professional
Career Level Name:	
FLSA Name:	Non-Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Marketing
Job Family:	Publications
Job Summary	Writes and edits various written communications for the Division of Enrollment Management. These communications include written correspondence, marketing collateral, and web pages. Develops communications for a wide variety of audiences which include prospective students and families, current students, and high school and community college counselors. Proofreads division communications to ensure proper facts and grammar are utilized. Oversees the university catalog process.

**COMPETENCIES**

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

**QUALIFICATIONS**

Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree	in a related field	Required	

Work Experience

Experience	Experience Details	Required/Preferred	
Less than 3 yrs	Minimum of one (1) year in a related field.	Required	

## Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
-------------------------	--------------------------------	------------	--------------------

## Knowledge, Skills and Abilities

KSAs	Proficiency
• Demonstrated ability as writer.	Skilled
• Ability to work independently and take initiative in creating new content.	Skilled
• Must be organized and pay close attention to detail.	Skilled
• Be able to work on multiple projects at the same time.	Skilled
• Have good time management skills.	Skilled
• Be a good listener.	Skilled
• Be a good communicator of ideas.	Skilled
• Familiarity with social media.	Skilled

## JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

## Essential Functions

Essential Function	% TIME
• Writes and edits various communications materials for the Division of Enrollment Management with the purpose of communicating university messages for marketing over a variety of media and correspondence and for multiple audiences.	45%
• Fact-checking, grammar-checking and proofreading of the main communications for the Division of Enrollment Management.	45%
• Manages the university catalog process working alongside the various departments and schools.	10%
• Other duties as assigned.	0%

## PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

## PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

### Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				

### Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

### Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

### Travel Requirements

Estimated Amount	Brief Description