

**Hamilton College**  
**Office of Communications & Development**

Title: College Writer

Reports to: Senior Director of Communications Content & Strategy

Summary Statement: The College Writer is a persuasive and creative communicator who helps tell the stories of Hamilton's students, faculty and alumni. The successful candidate will serve as lead copywriter and copy editor for the College's institutional Web pages and primary publications and periodicals.

Dimension: The College Writer cultivates support among key College constituencies, generates pride-in-place and contributes to a positive institutional image through carefully crafted stories and other well-written content about Hamilton and its people. He/She must appreciate environmental forces affecting higher education (e.g., economic, political, cultural, etc.) and understand Hamilton's constituencies, including their attitudes, relevant interests and needs, and level of knowledge about the College. He/She will work as part of a team of creative and talented communications professionals committed to strengthening the College's position among its many audiences.

Minimum Qualifications:

- Bachelor's degree and five years in a professional work environment where writing, editing and proofreading were a primary responsibility of the position
- Ability to translate College messages into creative concepts
- Extremely strong writing, editing and journalistic skills, particularly in preparing feature and promotional material
- Proven skills in identifying a good story, conducting interviews and generating compelling copy
- Ability to create content for different media and to tailor copy accordingly
- Extraordinary attention to detail and commitment to creative solutions
- Ability to work on multiple projects simultaneously and meet deadlines
- Flexibility and confidence to accommodate evolving priorities
- Knowledge of AP style preferred
- Strong familiarity and understanding of the issues affecting higher education in general and residential liberal arts colleges in particular

Principal Responsibilities:

Serves as lead copywriter and copy editor for the College's institutional Web pages and primary publications and periodicals

- Serves as a principal writer for the College's website
  - Prepares copy for new institutional pages as determined by the Web Content & Strategy Group
  - Refreshes content on existing institutional pages on a regular basis as determined by the Web Content & Strategy Group. This includes evaluating websites/pages on a regular basis to ensure that content is accurate and up-to-date
  - Becomes adept at using the College's online content management system
- Regularly contributes features, news briefs and other content to the *Hamilton Alumni Review* magazine
- Reviews and edits the online College course descriptions each summer, ensuring consistent tone and style

- Edits, proofreads and prepares copy for the Commencement program, verifying all awards and names. Also edits and proofreads programs and corresponding invitations for major annual events such as, but not limited to, Baccalaureate, Class & Charter Day and Convocation
- Prepares citations for major Alumni Association annual awards
- On occasion, contributes feature stories to the College's news site
- Serves as editor of the annual 50th Reunion Yearbook, which includes coordinating the selection of an alumnus as "editor," overseeing requests for submissions, preparing the obituary list and editing/proofreading final copy for accuracy and consistency
- Participates in the story-generating editorial group (STET) where content is proposed and vetted for future issues of the magazine, the website and other College communications and media relations purposes
- Conducts interviews with faculty, students and alumni
- Rewrites and revises work following feedback
- Follows College's editorial philosophy and style
- Makes reasonable effort to become involved in the Hamilton community
- Attends one professional development conference, seminar or workshop every other year
- Other duties as assigned

*March 2013*