

**Writer, Editor and Content Developer**  
Job Description

**REPORTS TO:** Director of Marketing & Communications

**SCHEDULE:** 12-month administrative support appointment

We seek a seasoned writer and editor whose work is strategic, accurate, motivating, fresh and engaging, and can represent the priorities and personality of the Academy.

**FUNCTION:**

The ideal candidate is flexible and solution-oriented; takes initiative; communicates clearly and concisely in many formats, across multiple platforms, from print to PR to social media and the web; and creates content that is appealing to an array of target audiences. We seek a creative team player who is a skilled and imaginative writer with an eye for detail and who is passionate about words, stories and marketing. The candidate should be resourceful, organized and proactive, able to juggle many tasks at once while remaining self-sufficient and having a strong bent toward customer service. The position requires an experienced professional with the demonstrated ability to create compelling content that is goal oriented and supports and advances specific strategies of admission and advancement, in particular.

**PRIMARY RESPONSIBILITIES & DUTIES:**

In this role as a key member of the Marketing & Communications team, reporting to the director, writer will:

- Develop and maintain a compelling narrative, and a unique and strong voice for all communications based on the brand and messaging platform of the school, maintaining quality, accuracy, authenticity, editorial style and “voice” across all content types.
- Conceptualize, research and write content for the school’s semiannual magazine, website, press releases, e-newsletters, announcements, scripts, case statements, constituent letters, direct mail, social media and other communications.
- Manage the development, design and production of the school’s semiannual magazine – its flagship publication. Serve as editor of the magazine, which includes substantive story development, research, writing and editing; proofreading and fact checking; working with designers, contributing writers, artists and photographers; and interviewing alumni, parents, students and faculty. Develop new and engaging methods for the magazine’s online presence with an eye toward innovation and expansion.
- Establish and maintain productive, collaborative working relationships with other offices on campus to ensure that all communications are effective, meet determined objectives, and conform to the school’s standards and guidelines.
- Collaborate regularly with members of the Admission and the Advancement offices on specific communications and writing projects, providing significant writing and support for major and small marketing and communications projects.
- Manage and expand, with the director, the school’s media and public relations efforts.
- Remain integrated with and attuned to the daily life of the school, reporting on people, events, activities, achievements and programs.

- Support the creation of a broad range of communications within the department, and provide general communications support, including writing and editing the work of others, as needed for other departments (i.e. Head of School, Student Life, Academics, and Athletics).
- Assume other responsibilities as needed, such as event reporting and photography, occasional evening and weekend assistance, and general communications work.

### **EDUCATION AND EXPERIENCE:**

- Bachelor's degree in English, journalism, communications, public relations, or a related field and at least five years of relevant work experience with advanced editing, writing, and proofreading skills, preferably with magazines and school communications.
- Experience with managing and writing for publications (magazines) and a general understanding of today's marketing and communications practices.
- Knowledge of and/or experience working on communications for boarding schools, independent schools and/or higher education, preferred.

### **SKILLS AND ABILITIES:**

- Impeccable spelling and contemporary grammar skills.
- Demonstrated ability to write and edit content for multiple audiences, publishing to a variety of traditional media as well as digital and social platforms.
- Extremely detail-oriented; must possess superior organizational and time-management skills to handle multiple projects while working effectively to set and meet deadlines and respond to changing priorities.
- Strong interpersonal skills with the ability to build positive relationships with stakeholders and colleagues at all levels.
- Strong proficiency in Microsoft Office suite, Outlook, and other MSO for file management, calendaring, etc., and website content; ability to learn new software and web-based systems, including content management systems (CMS). Word Press experience a plus.

Interested candidates must provide a resume, at least three current writing samples (PDFs and/or a link to an online portfolio)

Writing test to be conducted during interview.

**Cheshire Academy offers a competitive benefits package. Compensation will be commensurate with experience and qualifications. Offer will be contingent upon successful completion of a background check. Interested applicants should send a letter of interest, resume, and three professional references to Kristin Welage, Director of Human Resources at [kristin.welage@cheshireacademy.org](mailto:kristin.welage@cheshireacademy.org)**