AUBURN
Human Resources

Sr Editor, McCrary Institute

Job Description

JOB INFORMATION

Job Code	JA22
Job Description Title	Sr Editor, McCrary Institute
Pay Grade	DC07
Range Minimum	$130,190
33rd %	$156,230
Range Midpoint	$169,250
67th %	$182,270
Range Maximum	$208,300
Exemption Status	Exempt
Organizational use restricted to the following divisions	128 Samuel Ginn Col of Engineering
Approved Date:	2/20/2025 3:39:52 PM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

The Senior Editor of the McCrary Institute creates, builds, visualizes, and conceptualizes story, content, and materials that support and promote the mission of the McCrary Institute. Manages multiple creative projects from initial concept to execution with attention to detail, ensuring work is on time, within budget, and on strategy.

RESPONSIBILITIES

- Creates and directs production standards, maintaining a consistent tone, voice, and creative visual approach throughout.
- Collaborates with internal and external stakeholders to facilitate and streamline production processes to ensure production goals are met.
- Creates daily news briefing with original content.
- Writes and edits internal and/or external stories, articles, newsletter, advertisements, speeches and/or news releases for publications. Identifies product opportunities to be distributed by the Institute to extend the reach and impact the Institute’s work.
- Oversees the Institute’s website and associated media/research aggregation functions of the Institute’s website.
- Prepares all video and audio content for distributions through digital channels, ensuring content is optimized for each platform.
- Assists with developing and implementing standard operating procedures.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum

requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Journalism, Communication, Marketing, Public Relations, or related field.	and	5 years of	Experience in writing and editing communication, publications or in journalism.	Or
High School Diploma or GED	High School Diploma or equivalent	and	13 years of	Experience in writing and editing communication, publications or in journalism.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various communication mediums to include all types and sources of media such as	And
writing, photography, web page creation, and computer design.	And

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Office and Administrative Support

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme temperatures		X			
Hazards		X			
Wet and/or humid		X			
Noise			X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Chemical		X			
Dusts		X			
Poor ventilation		X			

Vision Requirements:

Ability to see information in print and/or electronically and distinguish colors.

Travel Requirements:

In-State; Domestic