

## **Copywriter**

The Copywriter is a key member of the Alumni Marketing and Communications team in the Office of Alumni Affairs and Parental Relations at Hampton University. In keeping with Hampton's values of excellence and integrity, all of our communications must be accurate, consistent, error-free, adhere to our style guides (internal and Associated Press), and convey their message clearly and concisely.

### **Job Duties:**

- Reports to the Director of Alumni Marketing and Communications and partners with and advises colleagues across University Marketing to help the university, NHAA, Inc., and other university departments advance their goals by ensuring their materials meet these high standards.
- Reach our audiences of alumni, donors, prospective and current students, parents, industry partners, and more, with clear, targeted, attention-grabbing copy.
- Create short, pithy copy as well as longer-form content that furthers the university's strategic objectives of enrollment (attracting quality applicants to Hampton University by reaching prospective students and their parents); advancement (encouraging alumni and others to support the university through giving, volunteer service and attending events); and institutional reputation (enhancing our audience's positive associations with our brand)
- Copyediting print and digital materials to ensure they align with Hampton University's editorial style guide and brand guidelines, Associated Press (AP) style, and accepted rules of spelling and grammar.
- Verify names and constituent information in our customer relationship management database and fact-check other information included in our materials as necessary.
- Recommend edits to increase clarity, readability, and accuracy while keeping within the voice and tone of the piece.
- Communicate needed changes and the reasoning for them with the Director of Alumni Marketing and Communications, colleagues within University Marketing, and university partners as necessary.

### **Qualifications:**

- Master's degree or bachelor's degree and 0-2 years' experience; or will accept a combination of related education and experience in substitution.
- The desire and ability to work and succeed in a fast-paced environment.
- Demonstrated initiative, independent judgment, and a positive, responsive, service-oriented attitude.
- Excellent writing, editing, and proofreading skills, including the use of style guides, with the demonstrated command of correct grammar, punctuation, and spelling.
- Commitment to diplomacy, tact, and confidentiality when working with individuals on and off campus and responding to Advancement audiences.
- A great degree of flexibility and outstanding organizational skills with the demonstrated ability to manage multiple and competing projects concurrently while adhering to strict deadlines.
- Strong interpersonal communication skills, including the ability to explain editorial changes and discuss alternative wording options clearly and respectfully.

### **How to Apply**

Please submit a cover letter, resume, and a completed Application for Educational Support Staff Employment either in person, via email at [HROffice@hamptonu.edu](mailto:HROffice@hamptonu.edu), or fax to (757) 727-5969:

Office of Human Resources  
Hampton University  
Hampton, VA 23668

\*\*\*No phone calls

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### **Forms:**

Visit [Human Resources – Hampton University Human Resources](#) to retrieve the educational support staff employment application and other supplemental application materials.