

Content Fellow

Job Description

Position Information

| | |
|---------------------------|---------------------|
| Position Title | Content Fellow |
| Position Number | COMMUPRFS12*6582 |
| Department | Communications |
| Reports to (Title) | AVP Brand & Content |

Seated Employee

Employee First Name

Employee Last Name

Job Summary

In three to five sentences, please briefly describe the job's primary purpose to the department.

Job Summary

Within a highly collaborative team environment, partner with other communications staff members and campus stakeholders to steward the College's brand and express it in the most exciting and effective ways for both external and internal audiences. The Content Fellow contributes to the creation of multi-platform content in support of Grinnell's mission, goals, and strategic priorities, and will:

- Execute integrated communication strategies based on a shared understanding of the College, including mission, vision, and values as well as institutional identity and brand strategy; its audiences and stakeholders; and our communications channels.
- Work with team members to develop and execute creative, engaging content that meets project objectives for campus stakeholders, donors, and alumni, student recruitment, image-building, and other operations of the College as assigned.
- Monitor engagement with our content and share insights and recommendations to improve and optimize content.
- Continue to develop discipline expertise, remain up-to-date with industry best practices, and share skills and knowledge with fellow team members to advance cross-training and strategic integrated communications practices.

A recent Grinnell graduate with excellent writing, oral communication, research, organizational, and multitasking skills to work on a range of print and digital publications that communicate the heart and soul of Grinnell College to alumni, prospective students, and on-campus audiences. This position will also assist with special events and crisis communications as needed, and will provide general office assistance in the communications office. For a talented, motivated collaborative generalist with a professional attitude, this can be a highly rewarding first job and great place to build a portfolio.

Position Summary Information

Select the level of education needed to successfully accomplish the Bachelor's degree from four-year college or university

essential duties of this job.

If a specific degree, certification, license, or registration is necessary, please list. n/a

Select the level of experience needed to successfully start the position and accomplish the essential duties of this job. Less than six months

Preferred Qualifications

FLSA Category Non-Exempt

Staff/Faculty Staff

Employment Status Full-Time

Employment Category Term

Essential Staff (emergency situations)? No

On-Call?

Essential Responsibilities

List the job's most important responsibilities. There are probably no more than six of these. Also indicate the approximate percent of time spent on each job function. (Note: Do not record how the job responsibilities are carried out.)

Essential Responsibility percentage of time needs to equal 100%

Responsibility

Content creation

Produce high-quality content that maintains College identity and brand standards and meets project objectives.

- Research and write material for the College website, The Grinnell Magazine, and other communications as assigned.
- Research and create visual and social media content and other digital communications.
- Research may include archival work, interviewing, Web research, photo research, note-taking at College and College-related events, and other tasks as assigned.

Percentage Of Time

70

Responsibility

Content coordination and strategy

Manage workflow, communicate with stakeholders, coordinate projects between Communications staff and vendors.

- Coordinate gathering and editing content for the weekly Campus Memo and manage memo production preparation for mass email distribution.
- Assist with other internal electronic campus newsletters
- This work may also include generating and reviewing story ideas and proposals, generating editorial content, contacting article sources for checking copy, procuring or scheduling photography, developing production schedules, creating and maintaining tracking documents, assisting with editorial correspondence, other general office and administrative duties, and other duties as assigned
- Consult with stakeholders and contribute to the development of strategic communication plans.

Percentage Of Time

30

General Responsibilities

General Responsibilities

(1) Maintain regular attendance in accordance with department policy.

(2) Comply with all safety policies, practices and procedures. Report all unsafe activities to supervisor and/or Human Resources.

- (3) Understand and comply with the policies of the College Staff Handbook.
- (4) Demonstrate commitment to customer service. Establish effective relationships with internal and external customers and respond to their needs.
- (5) Perform duties as a team member in a manner supportive of department and College procedures, policies and goals.
- (6) Protect confidentiality of College information.
- (7) Provide leadership to others through example and sharing of knowledge/skill.
- (8) Communicate with others in a courteous and helpful manner.
- (9) May be asked to fill positions considered essential during weather emergencies or other events requiring special staffing.
- (10) Perform other duties as assigned.

Supervisory Responsibilities

Does this job have supervisory responsibilities? No

If yes, then check all that are supervised by this position.

Supervise Student Staff No

If you supervise student staff, enter approximately how many and the total hours? (e.g., 2 students/XX hours)

Supervise Non-Exempt Staff No

If you supervise non-exempt staff please enter the number.

Supervise Exempt Staff No

If you supervise exempt staff please enter the number.

Select the level of supervision that this position provides.

Supervision Received

Select the level of supervision that this position receives from their supervisor. Direction: receive guidance with respect to general objectives; in the majority of tasks and projects assigned, determine methods, work sequence, scheduling, and how to achieve objectives of assignments; operate within specific policy guidelines.

Computer Operations

Please check one of the following Utilize complex computer operations (intermediate programming, relational databases, and operating systems) and advanced features of software packages (word-processing, spreadsheet, graphics, etc.)

Travel

Please check one of the following Minimal overnight travel (up to 10%) by land and/or air.

Essential Function Analysis

Accurate identification of essential and marginal functions and the time required is important for making a variety of personnel decisions, including recruitment, hiring, performance evaluation, discipline, training and accommodation. The analysis explains the components of the job by identifying who, what, why, how much, and when.

Essential functions are those functions that individual must be able to perform either unaided or with the assistance of a reasonable accommodation. A job function may be considered essential if it meets one of the following criteria:

- the position exists for performance of the function;
- a limited number of employees can perform the function, and it, therefore cannot be reassigned;
- the function is specialized and requires certain expertise to perform it.

Many jobs will also have marginal functions. Marginal functions are those that may be performed by the position but are not tasks critical to job success, can be completed in a number of ways by a variety of people, and are not the primary functions for which the position exists.

Mental/Cognitive Requirements

How much on-the-job time is spent in the following mental/cognitive activities? Show the amount of time by checking the appropriate boxes below.

| | |
|--|------------|
| Analyzing information or data | 1/3 to 2/3 |
| - Essential or Marginal? | Essential |
| Effective communication skills | Over 2/3 |
| - Essential or Marginal? | Essential |
| Composing & comprehending communication materials | Over 2/3 |
| - Essential or Marginal? | Essential |
| Establishing effective interpersonal relationships | 1/3 to 2/3 |
| - Essential or Marginal? | Essential |
| Adjusting to changes (work load, environment, department structure, etc.) | 1/3 to 2/3 |
| - Essential or Marginal? | Essential |
| Using logic to define problems, collect information, establish facts, draw valid conclusions, etc | 1/3 to 2/3 |
| - Essential or Marginal? | Essential |
| Making decisions of moderate to substantial consequence | Under 1/3 |
| - Essential or Marginal? | Marginal |
| Performing mathematical calculations | Under 1/3 |
| - Essential or Marginal? | Marginal |
| Editing reports or technical materials | 1/3 to 2/3 |
| - Essential or Marginal? | Essential |

| | |
|---|------------|
| Planning and organizing (work load, schedules, events, etc.) | 1/3 to 2/3 |
| - Essential or Marginal? | Essential |
| Handle stressful, emotional and/or frustrating situations | Over 2/3 |
| - Essential or Marginal? | Essential |
| Working with numerous distractions | Over 2/3 |
| - Essential or Marginal? | Essential |
| Working under a time pressure and within timelines/deadlines | Over 2/3 |
| - Essential or Marginal? | Essential |
| Coordinating work with others | 1/3 to 2/3 |
| - Essential or Marginal? | Essential |
| Handling multiple assignments and priorities | 1/3 to 2/3 |
| - Essential or Marginal? | Essential |
| Completing work in an accurate manner | Over 2/3 |
| - Essential or Marginal? | Essential |
| Concentrating - maintaining attention to details and task | Over 2/3 |
| - Essential or Marginal? | Essential |
| Memory functions (remembering names, details and procedures) | Over 2/3 |
| - Essential or Marginal? | Essential |

Physical Requirements

How much on-the-job time is spent in the following physical activities? Show the amount of time by checking the appropriate boxes below.

| | |
|---|------------|
| Remaining in a stationary position | 1/3 to 2/3 |
| Traverse/move locations | Under 1/3 |
| Ascend or descend between floors | Under 1/3 |
| Reach with hands and arms | 1/3 to 2/3 |
| Ascend or descend ladder | None |
| Position self to access small or restricted spaces | Under 1/3 |
| Communicate or exchange information | Over 2/3 |
| Detect specific flavors or odors | None |

Does this job require that weight be moved or force be exerted? If so, how much and how often? Check the appropriate boxes below.

Weight lifted or force exerted: up to 10 pounds (with or without assisted device) Under 1/3

Weight lifted or force exerted: up to 25 pounds (with or without assisted device) Under 1/3

Weight lifted or force exerted: up to 50 pounds (with or without assisted device) None

Weight lifted or force exerted: up to 100 pounds (with or without assisted device) None

Weight lifted or force exerted: more than 100 pounds (with or without assisted device) None

Please check one of the following Light physical activity performing non-strenuous daily activities.

Does this job have any essential vision requirements? Check all that apply. Close vision (clear vision at 20 inches or less)

Work Environment

How much exposure to the following environmental conditions does this job require? Show the amount of time by checking the appropriate boxes below.

Wet or humid conditions (non-weather) None

Extreme cold (non-weather) None

Extreme heat (non-weather) None

Outdoor weather conditions None

Work near moving mechanical parts None

Work in high, precarious places None

Air Contamination (i.e., dust, fume, smoke, toxic conditions, disagreeable odors) None

Toxic or caustic chemicals None

Work with explosives None

Risk of electrical shock None

Vibration (i.e. operating jackhammer, impact wrench) None

Risk of radiation None

Confined Spaces None

Please check one or more of the following locations where this job Well-lighted, heated and/or air-conditioned indoor setting with adequate ventilation.

would work

How much noise is typical for the work environment of this job? Check the appropriate level below. Moderate noise (examples: business office with computers and printers, light traffic)

Additional Information

Include any other physical, mental or environmental information that will aid in the preparation of an accurate description of this job.

Position Documents

No documents have been attached.