

Posting Date: 02/01/10
Closing Date: 02/12/10

To be considered for the following position, you must submit a cover letter and resume to Human Resources by the above listed closing date.

POSITION AVAILABLE: **Senior Writer**
LOCATION: **Marketing & Development Dept**
 Eugene, OR

JOB DESCRIPTION:

Responsible for the creation of innovative and inspiring copy for integrated, cross channel communications including web, magazine, promotional materials, marketing, grant writing, and direct mail.

- 1. Develops effective copy content by:**
 - a. Researching and recommending effective, inspiring stories and content for a wide range of applications and publications
 - b. Soliciting stories and photos from adoptive families, donors and overseas staff
 - c. Following up with writers and contributors

- 2. Maintains copywriting and messaging quality by:**
 - a. Thoroughly researching and writing vivid and inspiring copy content
 - b. Communicating with contributing writers regarding desired writing style, length and content.
 - c. Following up with writers through revisions toward final copy
 - d. Copy-editing to obtain clear, concise, effective final copy content.
 - e. Verifying factual information as needed
 - f. Researching, compiling needed resources for a wide range of copy writing assignments
 - g. Obtaining appropriate approvals for articles and content at appropriate points in the editorial process

- 3. Handles copywriting and messaging effectively by:**
 - a. Maintaining resource files such as country reports, child stories, potential stories, and records

- b. Maintaining appropriate records including correspondences and file copies of completed publications
 - c. Obtaining appropriate publication releases and permissions
 - d. Handling questions and corresponding/communicating with writers and subscribers
- 4. Contributes to effective communications of Holt's mission by:**
- a. Recommending copy content to Managing Editor and the Creative Services Director
 - b. Contributes copy ideas and concepts to the creative process
 - c. Contributing to the ongoing evaluation of all channels of communication for effectiveness of copy and message
- 5. Contributes to the overall effectiveness of Holt International marketing and public relations by:**
- a. Researching and gathering information as needed
 - b. Writing, editing, and proofreading
- 6. Contributes to the team effort by**
Exhibiting cooperative and effective work relationships, such as, responding positively to challenges, assignments, inter and intra departmental requests; Seeing beyond own tasks to help fulfill the organizational goals.
- 7. Contributes to a positive, productive work environment by**
Meeting attendance and punctuality guidelines and pre-arranging time off with appropriate notice; Treating all people with dignity and respect; Exhibiting good listening and comprehension skills including giving and welcoming feedback.

Qualifications and Job Evaluation Documentation:

KNOWLEDGE: Bachelor's degree in Journalism, English, Communications or equivalent skills and six years experience in related work. Strong writing and editing skills, with ability to research and write engaging in-depth communications on deadline. Knowledge of Macintosh desktop publishing software including: Adobe InDesign, Photoshop, Illustrator, and Microsoft Word. Knowledge of Internet communications. Knowledge of modern office equipment and processes.

INFORMATION PROCESSING: Research, analyze, compile and retrieve information for all publications using a wide array of informational processes including interviewing, visiting international programs, etc. Write and coordinate effective copy for all channels of communication under the supervision of the Creative Services Director. Ensure accuracy. Facility to use and adapt software programs and appropriate equipment as needed.

SCOPE OF RESPONSIBILITY: Ability to work independently. Ability to analyze communications goals and implement appropriate solutions. Prepares copy for all channels of communication under the supervision of the Creative Services Director.

INTERPERSONAL COMMUNICATION: Maintains effective relationships, utilizing good judgment, courtesy and tact, with Holt staff, adoptive families and adoptees and other Holt constituents. Communicates appropriately in cross-cultural environments including communication/protocol with overseas staff. Empowers and provides constructive feedback to co-workers and other contributing writers to effectively promote Holt's programs.

IMPACT OF RESULTS: Accurate, timely and effective productions that communicate the goals and heart of Holt International's services for children and families.

WORKING/ENVIRONMENTAL CONDITIONS:

Office based position with up to 5% international travel as needed. Ability to sit, stand, use computer for up to 8 hours/day and meet demands of overseas travel.

DESCRIBE CONTROLS: Creative Services Director provides direction and reviews work for effectiveness, accuracy and results obtained.