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02-Oct-2024

Copywriter and Content Assistant: Remote (FWS Eligible)

Student Worker IV

105077BR

Job Description

The Copywriter and Content Assistant will play a critical role in supporting the University Design Institute (UDI) in the development of new digital and print content for UDI’s Co-Lab for Higher Education Innovation and Design, a new platform for creating and sharing higher education thought leadership around the globe. As the assistant, you will work closely with our Director, Content and Communications, to craft articles from interviews with ASU Leadership, UDI’s Global Fellows and other higher education experts. Primary duties will be writing articles, transcribing interviews and creating new content ideas related to higher education for the Co-Lab and UDI’s other content platforms.

This position reports directly to UDI’s Director of Content and Communications. Days and hours will vary depending on business needs and the incumbent’s schedule. Must be available to work 20 hours per week. **This position is fully remote.**

Student Recruitment Type

Student Hire Hourly

Campus/Location

Campus: Tempe

Department Name

University Design Institute

Full-Time/Part-Time

Part-Time

VP Code

EXECUTIVE ADMIN

Scope of Search

Open

Grant Funded Position

This is not a grant funded position and is not contingent on future grant funding.

Salary Range

\$17.40 - \$18.00 per hour; DOE

Close Date

16-October-2024



Essential Duties

- Support day-to-day content creation for the Co-Lab and other UDI content platforms.
- Prepare and publish web content.
- Conduct research and interviews under the direction of the Director, Content and Communications.
- Craft articles and stories based on interviews conducted by UDI Leadership, ASU Experts, and UDI's Global Fellows.
- Prepare analytics reports for our Co-Lab and web content.
- Understand and adhere to universal design and accessibility principles.
- Adhere to AP Style/ASU writing guide and university brand standards.

Minimum Qualifications

This classification is limited to teaching/research aide type work or those positions requiring highly specialized skills and/or technical knowledge.

Desired Qualifications

- Experience with writing ready-to-publish stories for digital and print mediums.
- Strong copyediting and writing skills.
- Experience with digital content creation for web and social media.
- Prior experience with AP-style copywriting and storytelling for publication.
- Prior experience conducting interviews and research for articles and publications for a third party.
- Prior experience in journalism, web content development, or online writing.
- Applicants should have a willingness to learn and take direction, the ability to work independently and as a team, meet deadlines, and maintain confidentiality.
- Graduate students are preferred.
- Preference for individuals seeking a degree in journalism, communications, marketing, digital audience strategy or a similar career track.

Working Environment

- This position is designed to be fully remote. Applicants must have reliable access to a computer and the internet.



- Must be willing to conduct regular meetings via Zoom or teleconferencing during normal working business hours.
- Regular activities require ability to quickly change priorities which may include and/or are subject to resolution of conflicts.
- Ability to clearly communicate verbally, read, write, see and hear to perform essential functions of the job.
- Regular use of standard office equipment including, but not limited to: computer workstation/laptop (keyboard, monitor, mouse), printer, fax, calculator, copier, telephone and associated computer/technology peripherals.

Department Statement

The University Design Institute (UDI) is a catalyst for transformation in higher education. Our vision is for Universities to emerge as powerful engines of social transformation and economic impact. We co-design solutions for higher education. We collaborate with ASU and institutions globally to envision the future, solve problems, and move from ideas to implementation. We transform higher education by advancing innovative, scalable, and sustainable solutions. We are a values-driven organization with a focus on 6 critical values. Our values include:

- **Intentional Inclusionists:** We create an environment of trust, support, acceptance and safety to foster a sense of belonging and wellbeing.
- **Eternal Optimists:** Change is an opportunity for progress, so we tirelessly work to co-create solutions to transform higher education
- **Avid Learners:** We embrace curiosity and an exploratory mindset to promote individual and institutional growth.
- **Constructive Challengers:** We commit to challenge processes and perspectives in a supportive environment to push towards continuous improvement.
- **Collaborative Connectors:** Through a culture of collaboration, we weave together a community of problem-solvers to move from ideas to implementation.
- **Relentless Innovators:** We fail forward, take risks, and move quickly to craft solutions with purpose.

ASU Statement

Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 100,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.



ASU is a tobacco-free university. For details visit <https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco>

Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other basis protected by law.

Notice of Availability of the ASU Annual Security and Fire Safety Report

In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU's Annual Security and Fire Safety Report is available online at <https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf>. You may request a hard copy of the report by contacting the ASU PD at 480-965-3456.

Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit <https://cfo.asu.edu/az-resources>.

Instructions to Apply

Application deadline is 3:00PM Arizona time on the date indicated.

Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

Only electronic applications are accepted for this position.

IMPORTANT NOTE: What is the meaning of “equivalent combination” in the minimum qualifications? It means one year of higher education or 24 credit hours, is equal to one year of experience. For example, a four year Bachelor’s degree is equal to four years of experience.

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