



ALLENTOWN, PA

Position Title: Senior Writer
Supervisor: Executive director of communication
Classification: Management, full-time exempt

The Office of Communications at Muhlenberg College seeks a versatile, seasoned and thoughtful professional for the position of senior writer. This colleague will play a critical role in implementing the College's exciting new communications strategy with writing that engages and inspires Muhlenberg's diverse constituencies in print and digital formats. Joining a highly motivated and passionate Communications team, the senior writer will play an instrumental role in defining and advancing the reputation of Muhlenberg. The senior writer will craft compelling news stories about faculty, students, alumni and visitors; play a critical role in supporting responses to crisis situations; be part of executive writing for College leadership; contribute to admissions and fundraising writing; and develop work that generates positive media interest. The senior writer should have exceptional writing and research skills, strong knowledge of higher education, be a model of collaborative and collegial professionalism and thrive in a professional and fast-paced work environment.

Responsibilities include:

- Write, edit, research and deliver compelling content that engages internal and external audiences in ways that advance the College's Communications Strategy, including through the Muhlenberg website, alumni magazine, promotional publications, press releases, emails for large audiences, social media and more.
- Work closely with Communications colleagues, faculty, students, alumni, College leadership, community members and others in developing ideas for powerful stories.
- Work closely with Communications staff and College leadership in addressing crisis situations with effective, timely and adept communications.
- Partner with colleagues in Communications, academic departments and other offices to generate compelling story ideas that attract media interest.
- Work with Communications colleagues and others in generating strong content for use by the president in speeches, alumni and campus communications and other settings.

- Partner with colleagues in Advancement and Admissions to generate, edit, research and deliver content that strategically advances their missions.
- Contribute strategically valuable story ideas in Communications news meetings.
- Remain informed on news in higher education as a source for communications ideas.
- Support the writing and editing needs of other departments as needed.

Qualifications

- A bachelor's degree in English, journalism or a related field and at least seven years of full-time professional writing experience.
- Superlative written and oral communication skills, including exceptional command of proper grammar.
- Demonstrated ability generating and researching compelling and creative story ideas and producing engaging, lively and succinct prose.
- Demonstrated understanding of the different writing approaches required in print publications, website content, social media content and other contexts.
- Exceptional attention to detail.
- Proven experience in meeting regular deadlines.
- Proven advanced project-management skills.
- Demonstrated ability to maintain the highest level of confidentiality at all times.
- Proven tact, grace and a sense of calm when facing colliding professional pressures.
- Ability to work independently as well as collaboratively with the Communications team.

Muhlenberg College is an Equal Opportunity Employer. All employees are expected to support Muhlenberg's commitment to function as a diverse, caring, inclusive community.