



Where  
thought  
leads.

**EDITORIAL DIRECTOR**  
**Office of Marketing and Communications**

Wofford College is a place where thought leads, where ideas are celebrated and problem solving is expected. Wofford invites applicants who are focused on student success and excited to join a community committed to preparing thought leaders.

Wofford College, established in 1854, is a four-year, residential liberal arts college located in Spartanburg, South Carolina. It offers 27 major fields of study to a student body of 1,803 undergraduates. Nationally known for the strength of its academic program, outstanding faculty, experiential learning opportunities and successful and supportive graduates, Wofford is recognized consistently as a “best value” and for its commitment to student success and accessibility for low- and middle-income students. The college community has 12 sororities and fraternities as well as 20 NCAA Division I athletics teams.

**Position description**

Wofford College invites applications for an editorial director for the Office of Marketing and Communication (OMC). OMC oversees the college’s marketing and communication strategies and is responsible for all aspects of creative services and photography; digital messaging (web, video and social media); features and publications; internal, external and crisis communications; project management, marketing and special projects.

The editorial director is a full-time, exempt position that works with all administrative staff and faculty departments. The position directly reports to the vice president for marketing and communications. Hours of work performance are approximately 40 hours/week. Depending on activities and special events, evening and weekend hours may be required at times; otherwise, the normal work schedule is 8:30 a.m. to 5 p.m., Monday through Friday.

**Key responsibilities**

The editorial director is responsible for planning, developing and executing the editorial strategy and vision for Wofford College. The editorial director ensures that the college’s voice reflects its mission and core values. An accomplished storyteller and editor, the editorial director’s key responsibilities include:

- Editing Wofford Today, the college’s quarterly alumni publication; the President’s Report, an annual print publication designed to inform donors and move the needle on U.S. News and

World Report peer rankings; the bi-weekly Conquer and Prevail e-newsletter; and other college publications, both print and digital.

- Ascertaining, developing and writing engaging stories that support the college's marketing objectives in various formats, including print and digital, for all college audiences.
- Enhancing and editing all copy provided to the department from other administrative areas, ensuring that all writing is thoroughly and accurately edited to eliminate errors in spelling, grammar, punctuation and syntax.
- Championing the college's tone, style and standards of content and using that knowledge to write scripts, storyboards, proposals, speeches and other content as needed.
- Coordinating with colleagues on Team OMC to support projects across all areas of production.
- Mentoring and training marketing fellows, entry-level staff and student interns in writing, editing and content creation best practices.
- Participating in and service on assigned, elected or appointed committees or service roles across the Wofford community.
- Completing other duties as assigned.

## **Qualifications**

A bachelor degree or certification in a related field (public relations, mass communications, journalism) or equivalent, along with minimally five years professional experience writing and editing content is required for appointment.

The selected incumbent will be self-motivated, innovative and creative with an eye for detail and an emphasis on quality work. The editorial director will have excellent copywriting skills, be proficient in APS (Associated Press Style) and be proficient in all MS Office programs. This role requires an aptitude to work under pressure and adherence to tight and established deadlines. The job requires the incumbent to work both independently as well as on diverse and dynamic teams. Superior communications, critical thinking and organizational skills are a must. The ability to learn quickly and thrive in a collaborative setting are vital for success in this role.

## **Apply**

To apply email cover letter, resume, at least three writing samples and at least three references to [WoffordNewsDirector@Wofford.edu](mailto:WoffordNewsDirector@Wofford.edu).

## **EEO Statement**

Wofford College values diversity within our students, faculty and staff and strives to recruit, develop and retain the most talented people. Wofford College does not discriminate in employment on the basis of race, color, creed, religion, sex, sexual orientation, transgender status, gender identity, age, national origin, disability, veteran status or any other legally protected status in accordance with applicable federal, state and local laws. For information about Wofford's Title IX compliance, visit [wofford.edu/administration/title-ix](http://wofford.edu/administration/title-ix). It is the policy of Wofford College to provide reasonable accommodations for qualified individuals with disabilities for employment. If you require any accommodations to participate in any part of the hiring process, please contact [HumanResources@Wofford.edu](mailto:HumanResources@Wofford.edu).