

MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

EDITOR MARINER MAGAZINE

POSITION OVERVIEW

The Editor Mariner Magazine develops content for MMA publications. As the Mariner managing editor, writes feature articles, manages editorial contributions to the magazine, and manages the production schedule for each magazine. As Staff Writer, creates content for MMA publications, writes informational and descriptive copy for the college website, admissions materials, and social media. Employee works closely with the Alumni Relations team and Manager of Institutional Communications to create effective and thoughtful outreach and marketing for the college, drafting and facilitating stories and messaging for all platforms available to support strategic brand and communication goals.

DUTIES

- Oversees day-to-day editorial development of the Mariner magazine; works with outside vendors to create 44-page magazine 2 times per year
- Contributes feature stories and other news pieces to the Mariner magazine, conducting interviews, reporting news, and taking photographs
- Develops story ideas, assists with editorial planning, and works with department staff to continually improve magazine content and production
- Edits contributed articles, verifies accuracy of content, and proofreads final magazine
- Serves as a key point of contact for Mariner magazine
- Collaborates with Manager Institutional Communications and web designer on some social media content for MMA social media outlets
- Writes website content and/or edits existing content for the MMA website
- Creates advertising and promotional messaging for MMA audiences, including prospective students and their families, alumni, prospective donors, legislators, companies, and the general public for use on the website and in promotional materials as needed
- Coordinates, writes and/or reports analytics and other results of social media and other marketing/advertising campaigns
- May write press releases and other communications as needed
- Supervises freelance and student employees
- May process confidential information

This job description reflects the general duties of the job but is not a detailed description of all duties which may be inherent to the position. The Academy may assign reasonably related additional duties to individual employees consistent with policy and collective bargaining agreements.

SKILLS

- Strong written and verbal communication skills needed for regular correspondence with internal and external audiences
- Excellent organizational ability to establish, prioritize, and re-prioritize tasks
- Ability to develop and maintain good working relationships with internal and external audiences

REQUIREMENTS

- The preferred candidate will possess the education, training, experience, and skills necessary to plan and execute a 44-page magazine two times per year and to create engaging written content for multiple communication platforms.
- Bachelor's degree (preferably in Journalism, English, Communications, or a related field), or an Associate's degree with at least six years of work experience
- Demonstrated writing and editing skills required
- Knowledge of publication layout and design preferred
- Higher education background/training/experience a plus
- Experience with managing magazine editorial desirable

PHYSICAL/ENVIRONMENTAL FACTORS

- The job is generally sedentary;
- Frequent use of keyboard and computer screen;
- Occasionally lift and move up to 30 pounds.

MMA Factor Analysis

Job
Title: Editor Mariner Magazine

Job
Code: _____

Wage Grade: 17

Total
Points: 426

	<u>Factor</u>	<u>Degree</u>	<u>Points</u>
1	Knowledge and Skill	6	216
2	Effort		
	I. Mental and Visual Effort	6	48
	II. Physical Effort	3	30
3	Responsibility for Cost Control	3	24
4	Responsibility for Others		
	I. Injury to Others	1	8
	II. Supervisory Responsibility	1	8
	III. Sensitive Information and Records	2	16
5	Working Conditions	2	20
6	Responsibility for External and Internal Relations	7	56

Date of last reclassification

07/2021