



Cornell University Staff Compensation Program Generic Job Profile Summaries

Communications Job Family: **Staff Writer Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA***

GENERIC JOB PROFILE SUMMARIES

Staff Writer I INDIVIDUAL CONTRIBUTOR	Staff Writer II INDIVIDUAL CONTRIBUTOR	Staff Writer III INDIVIDUAL CONTRIBUTOR
May consult and collaborate with college and unit partners to review and meet written project expectations. Track project deadlines, resolve or escalate any issues.	Consult and collaborate with college and unit partners to establish, review and meet written project expectations. Ensure compliance with deadlines, specifications and other requirements.	Consult and collaborate with college and unit partners to establish, review and meet written project expectations; collaborate with designers and video producers on in-depth news and features.
May evaluate existing written projects and make recommendations for new story ideas. Develop relationships with fellow communicators, researchers and administrators within the department/college in order to identify potential new stories.	Evaluate existing written projects and make recommendations for new story ideas. Develop relationships with fellow communicators, researchers and administrators within the department/college and beyond in order to identify potential new stories.	Independently evaluate story ideas for newsworthiness and strategic import; identify and investigate promising story leads. Cultivate and maintain relationships with fellow communicators, researchers and administrators across campus in order to identify new stories. Stay abreast of current events, university priorities and potential sensitivities to make informed storytelling decisions.
May participate in written project planning.	May participate in overall scope of written projects.	Responsible for overall scope of written projects.
Through research, interviews, and event attendance, write and edit informational material with close attention to accuracy, university branding and relevant style guidelines. Synthesize and reorganize information gathered. Present completed content for approval.	Through independent research, interviews and event attendance, write and edit analytic, interpretive, or highly individualized features with close attention to accuracy, university branding and relevant style guidelines. Synthesize and reorganize information gathered.	Through independent research, interviews and event attendance, write, edit and proofread original persuasive content, high-level communications, and materials with complex subject matter in a variety of styles with close attention to accuracy, university branding and relevant style guidelines. Synthesize and reorganize information gathered.

Staff Writer I INDIVIDUAL CONTRIBUTOR	Staff Writer II INDIVIDUAL CONTRIBUTOR	Staff Writer III INDIVIDUAL CONTRIBUTOR
Draft feature stories, articles, and/or other types of written content for internal and external audiences and stakeholders. Collaborate to find the most effective way to craft messages for print and electronic media.	Plan and produce feature stories, articles, and/or other types of written content for internal and external audiences and stakeholders. Collaborate to find the most effective way to craft messages for print and electronic media.	Develop, plan and produce feature stories, articles, and/or other types of written content for internal and external audiences and stakeholders. Collaborate to find the most effective way to craft messages for print and electronic media. Collaborate and negotiate with stakeholders over proposed edits and reviews to finished content.
		Research and analyze communication issues and discrepancies between the internal and external image of the client; develop and write marketing communications.
Observe fair use and copyright laws.	Observe fair use and copyright laws.	Observe fair use and copyright laws.

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	10862 STAFF WRITER I, BAND E	10863 STAFF WRITER II, BAND F	10864 STAFF WRITER III, BAND G
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Bachelor's degree and 2 to 4 years relevant experience or equivalent combination	Bachelor's degree and 3 to 5 years relevant experience or equivalent combination	Bachelor's degree and 5 to 7 years relevant experience or equivalent combination
IMPACT	Moderate impact	Moderate impact	Moderate impact
CONTACTS - INSIDE	Assist others Cooperation of task completion	Assist others Cooperation of task completion	Assist others Cooperation of task completion
CONTACTS - OUTSIDE	Provide information that exists within pre-established documents and or programs	Provide information that exists within pre-established documents and or programs	Develop and make presentations and negotiate with others
CONTACTS - STUDENTS	Limited contact	Limited contact	Occasional contact to provide information and instruction

FACTOR PROFILE	10862 STAFF WRITER I, BAND E	10863 STAFF WRITER II, BAND F	10864 STAFF WRITER III, BAND G
SUPERVISION	Day-to-day supervision to employees within the dept	Day-to-day supervision to employees within the dept	Day-to-day supervision to employees within the dept
COMPLEXITY	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Continually required to develop new, imaginative or innovative solutions, services, products, processes or programs. Work requires conceptual and imaginative thinking in a highly complex and unchartered environment.	Continually required to develop new, imaginative or innovative solutions, services, products, processes or programs. Work requires conceptual and imaginative thinking in a highly complex and unchartered environment.
LEVEL OF DECISION MAKING	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students
FREEDOM OF ACTION	General supervision Some interpretation of established work policies and procedures is required	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Little direct supervision Considerable latitude for exercising judgment and self-direction
EFFECT OF DECISION MAKING	Directly affect multiple functional areas Limited effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees
WORKING CONDITIONS	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required