



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 clients to review and meet project expectations.	Consult and collaborate with clients to establish, review and meet project expectations.	Consult and collaborate with clients to establish, review and meet project expectations; collaborate with designers on creative projects.
	May supervise and train staff; assign work.	Supervise and train staff; assign work.
Assess existing projects; recommend and implement new projects.	Assess existing project; make recommendations as to project needs/direction and implement new projects.	Plan and implement new projects.
		May participate in design of publications.
Research new production methods and publications from external sources.	Research new production methods and publications from external sources.	Implement new production and publications methods based on research.
Write and edit media content working within the University brand and message framework.	Write and edit media content working within the University brand and message framework.	Write, edit and approve media content working within the University brand and message framework.
Gather relevant accurate information from primary and secondary sources to assist with the preparation and presentation of content.	Gather relevant accurate information from primary and secondary sources to develop content.	Gather relevant accurate information from primary and secondary sources to develop content.
Ensure appropriate style, relevance, comprehensiveness and quality of content; present completed content for approval.	Edit and proofread work to ensure appropriate style, relevance, comprehensiveness and quality of content; present completed content for approval.	Edit and proofread work to ensure appropriate style, relevance, comprehensiveness and quality of content for final approval.

Staff Writer I INDIVIDUAL CONTRIBUTOR	Staff Writer II INDIVIDUAL CONTRIBUTOR	Staff Writer III INDIVIDUAL CONTRIBUTOR
Catalog, label and archive final product.	Catalog, label and archive final product.	
	Conduct research, utilizing such tools as interviews, relevant written resources, and attendance at events.	Conduct research, utilizing such tools as interviews, relevant written resources, and attendance at events.
	Write original and persuasive content in a variety of styles sensitive to the message and audience; synthesize and reorganize information gathered.	Write original and persuasive content in a variety of styles sensitive to the message and audience; synthesize and reorganize information gathered.
	Plan and produce feature stories, articles and press releases for internal and external audiences and stakeholders.	Develop, plan and produce feature stories, articles and press releases for internal and external audiences and stakeholders.
	Produce written material to be presented in a variety of formats (newsletter, brochures, personal letters, web, etc.).	Develop ideas for written material to be presented in a variety of formats (newsletter, brochures, personal letters, web, etc.).
		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.
Assist in drafting messages in support of communication needs; collaborate to find the most effective way to craft messages for print and electronic media.	Compose messages in support of communication needs; collaborate to find the most effective way to craft messages for print and electronic media.	Develop messages in support of communication needs; collaborate to find the most effective way to craft messages for print and electronic media.

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