

**Graduate Assistant – Academic Web Site Coordinator Job Description**  
**Missouri State University**  
**Offices of University Communications and Publications**

**Primary Purpose:**

The Academic Website Coordinator GA is responsible for the development of content for academic program websites, which includes writing stories about faculty, students and alumni, as well as the refinement of text to follow style guidelines and Academic Website Recommendations.

The year-round assistantship also involves maintaining the University's spotlight database.

**Description of Work:**

1. Researches Missouri State's academic programs thoroughly to develop and/or refine content as outlined in the Academic Website Recommendations.
2. Collaborates with faculty and staff to gather information.
3. Works closely with graphic designers to address website visual needs.
4. Coordinates with the Office of Web & New Media to implement Web content.
5. Analyzes information for academic programs to ensure all information is collected and correct.
6. Writes stories about faculty, students and alumni within assigned area using Microsoft Word.
7. Edits stories and other Web content according to Associated Press writing style and office policy to ensure accuracy and grammatically correct.
8. Maintains University spotlight database by approving, editing and writing submitted stories.
9. Prioritizes tasks to ensure deadlines are met.
10. Reviews editorial content of academic Web sites prior to launch.
11. Demonstrates continuous effort to improve operations, decrease turnaround times and streamline work processes.
12. Works cooperatively and jointly to provide quality seamless customer service.
13. Shares office space, equipment (e.g. fax, copier) and materials with fellow employees.
14. Helps fellow employees with their tasks, such as answering the phone and managing the front desk.
15. Runs office errands and other light duties as assigned.

**Qualifications Required:**

**Education**

- Bachelor's degree in communication, creative writing, English or related area.

**Knowledge**

- Knowledge of PC computers with Windows operating software.
- Knowledge of software, such as Microsoft Word and Adobe Photoshop.
- Knowledge of using email.
- Knowledge of conducting research as it applies to writing stories.
- Must know how to read and write the English language.
- Knowledge of Associated Press writing style is not necessary but is helpful.

**Abilities**

- To interview University faculty members, students and alumni.
- To write compelling stories for Web.
- To write/refine academic program text for Web.
- To organize Web site content to maximize scanning activity.
- To work in front of a computer for long periods of time.
- To perform routine tasks without losing attention to detail.
- To produce written documents in the English language with clearly organized thoughts using proper sentence construction, punctuation and grammar.
- To research relevant areas and summarize the pertinent information.
- To communicate effectively with academic program contacts on the Missouri State campus and with fellow employees.
- To handle several tasks at once while paying attention to detail.
- To always be friendly and helpful to the public to ensure quality customer services and good public affairs.
- To learn new software, such as Adobe Photoshop.

**Physical Requirements**

- Pushes, pulls and carries up to 25 pounds.

**Working Environment**

- Primarily indoors with heating and cooling regulated in a general office environment.

**Miscellaneous Requirements**

- Must meet the requirements of employment as stated by Missouri State Graduate College.
- Should have valid driver's license if operating a vehicle to conduct University business.
- This GA position requires an average of 20 hours a week.
- This GA position requires occasional night and evening work that may approach up to 10 hours a semester. During weeks when the GA works over 20 hours, comp time is given the following week.

**I have read the job description in its entirety and understand its contents. I can perform the functions outlined with or without reasonable accommodation under the Americans with Disabilities Act.**

**Signed:** \_\_\_\_\_

**Date:**