

## **CLASS TITLE: PAC WRITER/EDITOR**

**PURPOSE OF THE CLASSIFICATION:** Under direction conceptualizes ideas/concepts, collects/compiles and researches information, writes and/or edits various publications to ensure timely communication products/projects, manages the monthly Intermission Magazine publication; supervises and designs messages for the Performing Arts Center's (PAC) outdoor marquees and performs other related assigned duties.

### **ESSENTIAL TASKS:**

- Plans and coordinates printed, web and electronic projects from concept to completion, working with staff and clients to assess needs and ensure timeliness and successful conclusion
- Performs as the Managing Editor of the Intermission Magazine, including assisting in developing the monthly editorial schedule, conducting research and interviews, writing short articles and feature stories, editing and proofreading all articles, selecting photos and working with art director to refine layout and approve final layout
- Maintains the PAC.com and \*MyTicketOffice.com websites, including writing/re-editing/uploading articles, selecting/manipulating/uploading photos, entering codes to activate online ticket sales and updating site information as event details change \*(regional ticketing system operated by the PAC providing online ticketing for 36 venues)
- Designs monthly e-newsletter marketing all upcoming PAC events to 60,000 plus potential ticket-buyers
- Writes/rewrites/edits and designs frequent e-mail broadcasts requested by PAC clients to increase ticket sales for specific events
- Prepares copy and photos for monthly advertisements in local magazines, proofreading and approving final layouts
- Writes press releases, public service announcements and seasonal brochure copy and proofreads program inserts
- Supervises the creation of animated messages for the PAC's outdoor marquee, loads messages into marquee software, designs static messages and schedules all messages
- Designs and adds/deletes PowerPoint presentation slides promoting upcoming events on the PAC's TV monitors located in the lobbies and on TGov (Channel 24)
- Answers or redirects patron e-mails, ranging from commendations, complaints and special requests to questions regarding ticket prices/availability, theater policies, show details, cancellations and refunds
- Assists in supervising/mentoring college interns, including scheduling and monitoring assignments and balancing encouragement and constructive criticism to ensure both a positive experience for the intern and meet PAC marketing goals
- Coordinates PAC Art Gallery activities, including helping select artists to exhibit in the PAC's Art Gallery, preparing contractual agreements between the PAC and artist and assisting in setting up and promoting exhibits
- Must report to work on a regular and timely basis

**Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.**

### **QUALIFICATIONS:**

Training and Experience: Graduation from an accredited college or university with a bachelor's degree in journalism, communications or public relations, and two (2) years of journalism or editorial experience; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Considerable knowledge of research and writing techniques, English, spelling, grammar, punctuation, formatting and layout principles, publications production scheduling, vendor requirements and word processing and desktop publishing software. Ability to learn and adapt to new software programs and updates; ability to identify patrons' needs, conceptualize ideas, collect information, compose written documents, edit the writing and expedite the work of others and meet

deadlines; and the ability to understand and influence the behavior of others within the organization, customers or the public in order to achieve job objectives and cause action or understanding.

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting and carrying up to 10 pounds; may be subject to walking, standing, handling reaching, bending and feeling; and vision, speech and hearing sufficient to perform the essential tasks.

Licenses and Certificates: Possession of a valid class "D" Oklahoma Operator's license.

**WORKING ENVIRONMENT:** Working environment is primarily indoors in an office environment.

**Class Code: 2585**

**EEO Code: N-02**

**Pay Code: AT-32**

**Group: Administrative**

**Series: Communications and Public Relations**

**Effective Date: May 07, 2010**