



**UTEP INSTITUTIONAL ADVANCEMENT**

**WE'RE HIRING!**

**Senior Copywriting and Editing Officer**

# About This Position

*Work Modality: Hybrid - Institutional Advancement is seeking a candidate within a commutable distance from campus.*

## Who We Want

As we refine the operations of the Advancement Communications unit, we are looking for a highly collaborative individual who will be responsible for delivering engaging content that conveys the impact that UTEP has on the local community and the region.

You're a compelling wordsmith who is passionate about education, philanthropy, and making a positive impact in the community. You have a deep understanding of the fundraising function within a research university environment and can create compelling content that resonates with donors, alumni, and the campus community to support our fundraising efforts. You have a strong storytelling ability and a knack for turning complex ideas into clear and engaging narratives.

You demonstrate relentless attention to detail, a willingness to learn UTEP's brand voice and tone, and the ability to write in both journalistic and persuasive styles. In this role, you bring expertise in content marketing, video scriptwriting, and an understanding of the interplay between writing and design.

Additionally, you embody an unending commitment to positively contributing to our team culture; we all commit to making UTEP IA a great place to work. You have tenacious optimism and a goal-oriented, growth mindset, with the ability to remain flexible and develop creative solutions in pursuit of always maintaining forward momentum. You thrive in a dynamic environment, continually balancing competing priorities. You have the ability to work independently and collaboratively, supporting the success of all colleagues and prioritizing UTEP's overall goals above personal achievement.

## What You'll Do

Reporting to [Asia L. Hauter](#), the **Assistant Vice President of Advancement Communications**, you'll produce compelling and engaging content for UTEP Institutional Advancement programs, including annual giving; alumni, community, and campus engagement; development; donor stewardship, and events.

You'll be charged with exploring story leads in partnership with engagement and development teams. You'll write feature articles for the IA website and university publications as well as identify and compile stats or outcomes applicable to impact reports, stewardship, and similar efforts.

You will also be responsible for producing letters of intent and/or proposals to support fundraising initiatives. This includes writing, editing, and proofreading high-end materials including marketing pieces, personalized letters, and stewardship reports. Another aspect of the role is drafting and fact-checking talking points, speeches, and other materials to support the Vice President of Institutional Advancement. Serving as a resource for IA's external messaging, you'll proofread and copyedit correspondence written by teammates.

Additionally, you'll develop materials that advance IA's culture of philanthropy and engagement. These writing assignments will require research skills, creativity, and the ability to write highly personalized communications pieces in different voices and tones for different audiences.

Salary:  
**\$45,000**  
Annually

*The University of Texas at El Paso offers a comprehensive **benefits program** that enhances the overall compensation package for our employees. Our employees receive tuition assistance, ongoing professional development opportunities, wellness support, and a robust **holiday schedule**. Institutional Advancement also offers flexible, hybrid work options for work-life balance.*



## How You'll Measure Success

Understanding how you would measure success in a role is critical to understanding if it's a good fit. At Institutional Advancement, we believe Key Performance Indicators (KPIs) contribute not only to the overall productivity of our division but also to our team engagement. Key performance indicators are just one aspect of how performance is evaluated, complemented by role-based competencies and a demonstrated commitment to positive organizational citizenship.

### The Key Performance Indicators (KPIs) for this role:

- **Content Consistency and Accuracy**
- **Content Engagement**
- **Brand Guideline Adherence**






# Qualifications and Preferred Skills

## Minimum Qualifications:

- Bachelor's degree
- 1.5-2 years of related experience in content creation, proofreading, editing, and copywriting; or equivalent combination of education and experience.

## Preferred Qualifications

- Experience in a non-profit organization and/or higher education fundraising setting
- Experience using a content management systems (CMS)
- Experience with web writing, web, and email content strategy
- Experience using project management platforms (we use Asana)
- Advanced writing, editing, and proofreading skills
- Proficiency in Microsoft Office software and ability to learn and use institutional software systems



*In keeping with its access, excellence and impact mission, The University of Texas at El Paso is committed to an open, diverse, and inclusive learning and working environment that honors the talents, respects the differences, and nurtures the growth and development of all. We seek to attract faculty and staff who share our commitment.*

**EEO/  
AA**

*The University of Texas at El Paso is an Equal Opportunity / Affirmative Action Employer. The University does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, genetic information, veteran status, or sexual orientation and gender in employment or the provision of services in accordance with state and federal law. Discrimination on the basis of sex includes an employee's or prospective employee's right to be free from sexual harassment under Title IX of the Higher Education Amendments of 1972.*

*For accommodation information for employees and applicants with disabilities, please contact UTEP's Equal Opportunity Office at [eoaa@utep.edu](mailto:eoaa@utep.edu).*



# What is Institutional Advancement?



## Our work in Institutional Advancement is to advance the University and transform generations.

Our team works cohesively to build strategic relationships, keep alums connected to the University, and match philanthropic goals with institutional priorities to advance, support, and sustain the University's mission. Our division relies on the constant collaboration of our departments – Advancement Services, Development, and Strategy & Engagement.

With a growing team and vastly unrealized fundraising potential, we had our third straight record-breaking year last year and are poised for continued growth and success. Maintaining that momentum, we are excited to continue implementing innovative ways to extend our reach and impact. As America's leading Hispanic-serving university, the University of Texas at El Paso (UTEP) is dedicated to increasing access to excellent higher education

and positively impacting the community we serve. In Institutional Advancement (IA), we know that our success is built on the contribution of a diverse team in its people, thoughts, and experience. Our culture of care and inclusive excellence is more than a commitment at UTEP IA—it is the foundation of all we do.

Read on to understand who we're looking for in this role, what you'll do, and the skills and experiences we're after. Please use your cover letter to tell us about your interest in UTEP and Institutional Advancement and what you hope to bring to this role.



# Our Values

## Accountability



We define **accountability** as acting with integrity and ownership. In action, this means fully engaging with our responsibilities and being proactive rather than reactive. We prioritize the interests of alumni, donors, and the team above personal convenience or gain.

## Balance



**Balance** emphasizes the importance of actively contributing to a positive organizational culture by fostering trust, engagement, and self-motivation among colleagues. This involves promoting a caring, connected, and collegial team mindset while actively seeking supportive, friendly relationships at work.

## Collaboration



**Collaboration** is essential to our success, defined by coordinated teamwork and the active pursuit of diverse ideas and approaches. We recognize and celebrate differences, treating colleagues with respect and compassion.

## Pursuit of Excellence



Our commitment to the **pursuit of excellence** involves aspiring towards continuous improvement. We encourage personal and professional growth, present challenges with multiple solutions, and support development at both individual and collective levels. We embrace change, take smart risks, and invest time and resources to enhance our effectiveness.

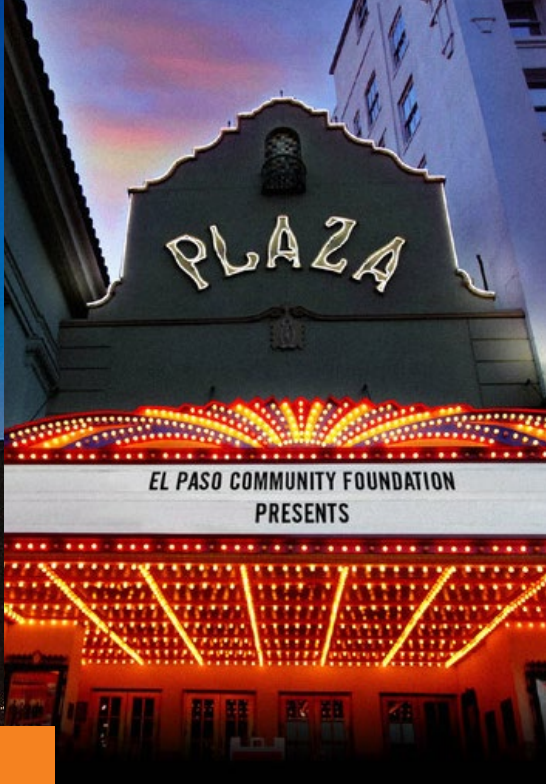
# About UTEP



The University of Texas at El Paso is America's leading Hispanic-serving university. 94% of our nearly 25,000 students are minorities, and half are the first in their families to go to college.

- UTEP offers 169 bachelor's, master's, and doctoral degree programs.
- UTEP is the only open-access, top-tier research university in America.
- It is also one of the only top-tier research universities in the country with a majority Hispanic student population.
- UTEP is located at the heart of the U.S.- Mexico border in one of the largest binational communities in the world.
- UTEP is ranked fourth in Texas for federal research expenditures at public universities.
- UTEP was ranked number 1 in the U.S. for its success in achieving both competitive research and student social mobility.

**UTEP has one of the lowest out-of-pocket costs of all U.S. research institutions and has been recognized as a leader in social mobility for helping graduates move from family incomes in the bottom 20% to the top 20%.**



# What's it Like to Live in El Paso

The cost of living is **lower** than the national average, making El Paso one of the most affordable places to live in Texas.



This position is based in El Paso, Texas, known as the “Sun City” due to its average of 300 days of sunshine per year. It is nestled at the base of the Franklin Mountains, which offers a diverse range of recreational activities such as hiking, biking, camping, and other outdoor adventures. El Paso is home to a vibrant arts and culture scene, with a variety of museums, theaters, festivals, live performances, and restaurants throughout the area, reflecting the

city’s rich heritage. El Paso is a growing urban community with a population of more than 800,000. El Paso and its sister city across the border, Ciudad Juárez, form one of the world’s largest binational and multicultural metropolitan areas. Housing expenses are [30% lower](#) than the national average, and the cost of living is [10% lower](#), making it one of the most affordable places to live in Texas.





# We Look Forward to Hearing From You!



## [CLICK HERE TO APPLY](#)

As we grow our team, we are searching for experienced, motivated, and mission-driven team members. For position inquiries or to schedule an informational meeting, please complete and submit our [Career Interest Form](#).

