



Copywriter

La Encina
ASOC

Fall 2024 - Spring 2025

La Encina is seeking a talented and detail-oriented Yearbook Copywriter to join our Yearbook. The ideal candidate will play a crucial role in crafting the narrative of the yearbook, ensuring that all written content, from headlines to captions, reflects the unique spirit and experiences of our student body. This position is perfect for students who have a passion for writing, storytelling, and contributing to a major publication that will be cherished for years to come.

Responsibilities:

- **Content Writing:** Develop engaging and creative written content for various sections of the yearbook, including feature articles, student profiles, event coverage, headlines, and photo captions.
- **Story Development:** Collaborate with the Yearbook Committee to brainstorm and develop themes, stories, and content ideas that align with the yearbook's overall vision.
- **Editing & Proofreading:** Review and revise content for clarity, grammar, tone, and consistency. Ensure that all text is accurate and free of errors.
- **Interviewing:** Conduct interviews with students, faculty, and staff to gather quotes, anecdotes, and insights that will enhance the yearbook's narrative.
- **Research:** Perform necessary research to accurately represent events, achievements, and key moments in the yearbook.
- **Collaboration:** Work closely with Yearbook Advisor, Program Coordinator, Lead Copywriter, and other yearbook staff to ensure that text complements the visual elements of the yearbook.
- **Project Management:** Assist in managing writing-related deadlines and ensure that all written content is completed on time.
- **Adherence to Guidelines:** Ensure that all written content aligns with the college's style guide, voice, and ethical standards.
- **Meetings:** Attend all mandatory staff meetings and any other meetings as assigned.

Qualifications:

- Excellent writing, editing, and proofreading skills.
- Strong storytelling abilities with a creative flair.
- Ability to work independently and as part of a team.
- Good communication skills, particularly in interviewing and collaborating with others.
- Attention to detail and a commitment to accuracy.
- Familiarity with content management and editing tools (e.g., Google Docs, Microsoft Word).

- Experience in writing or journalism is preferred but not required.
- Good academic standing.

Start date: August 18, 2024

End date: May 10, 2025

Work Schedule: Varies

Hours Per Week: Varies (5-8 hours per week)

Starting pay rate: \$17.28 per hour

To apply, please fill this [application](#).



