



**RHODE ISLAND COLLEGE
JOB DESCRIPTION**

Position classification: PSA Date created or revised: 2/22/2023 Exempt/Non-Exempt Status: Exempt Responsible individual: Yes Campus Security Authority: No
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Title: Assistant Director, College Communications and Marketing
Status: Full-time, 35-hours per week
Grade: 12
Union Affiliation: PSA@RIC (Professional Staff Association)
Reports To: Director, College Communications and Marketing

PRIMARY PURPOSE:

Responsible, under the direction and supervision of the Director, College Communications and Marketing, for implementing policies and procedures to ensure timely, unified, targeted, well-written and attractive College publications. Provide responses to media inquiries for information and initiate regular, personal contact with news media professionals. Serve as spokesperson and/or communications liaison for Rhode Island College. Responsible for the development, planning, writing, editing, design, proofreading, layout and scheduling of College publications and social media as assigned by the Director, College Communications and Marketing. Work with college divisions and departments to develop publications.

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

Oversight

- Monitor College publications in order to ensure quality, appropriate use of branding standards and proper use of notice of nondiscrimination statement and ADA information.
- Direct and supervise the work of assigned staff.
- Assume responsibility for related activities assigned by the Director, College Communications and Marketing.

Writing/Editing/Proofreading

- Supervise the writing and editing of College publications in order to ensure accuracy, readability, consistency, and conformance to College publications style.
- Write and edit a variety of copy as needed.
- Counsel clients in the writing and preparation of copy for College publications.
- Make edits within design documents.

Social Media Management

- Manage the social media profiles and presence overseen by the Office of College Communications and Marketing, including the college's major Facebook, Twitter, LinkedIn, Google+ and potentially additional channels (Snapchat, Instagram, etc.).
- Create and distribute shareable content appropriate for specific channels, constituents and stakeholders to reinforce and spread awareness of the college brand.

Management

- Assigns tasks, supervises and evaluates performance of the college's writers/editors, including freelance writers and student help.

Project Coordination

- Monitor the publications calendar and follow up with clients to keep publications on schedule.
- Oversee communication with design and printing vendors and freelancers in order to ensure quality production work at a reasonable price.
- See that jobs meet printers' pre-press requirements, as appropriate.
- Supervise the maintenance of production files and other appropriate records.
- Consult with photographer for publications photography.

Public Relations

- Provide responses to media inquiries for information and initiate regular, personal contact with news media professionals.
- Provide information and prepare and assist members of the College administration with regard to external inquiries.
- Serve as spokesperson and/or communications liaison for Rhode Island College.
- Coordinate, and disseminate news, public information, and promotional activities emphasizing the college's strategic priorities and accomplishments.
- Coordinate materials to publicize events and programs for campus clients, including press releases, ad copy and supporting materials.
- Organize and coordinate the college's public information and public relations functions by preparing press releases for dissemination to various media outlets including print, broadcast, and online.
- Advise, brief, and prepare responses to media outlets as needed.

Occasional Job Functions:

Perform other duties and responsibilities as assigned by the Director, College Communications and Marketing.

REQUIRED QUALIFICATION STANDARDS:

Education:

Bachelor's degree in English, journalism, mass communications, or a related discipline.

Experience:

- Five years' experience as a publications writer or editor.
- Experience in higher education marketing and communications.
- Experience in marketing collateral production and magazine publication.
- Experience in buying printing and other graphic arts services.

Skills, Knowledge and Abilities:

- Excellent writing and editing skills.
- Experience with standard desktop publishing hardware and software.
- Familiarity with the printing processes and publications production requirements.
- Strong skills in proofreading and concern for detail and accuracy.
- Proficiency with Microsoft Office and Adobe Creative Cloud software.

PREFERRED:

- Master's degree. (A Master's Degree in English, journalism or mass communications, or a related discipline will also satisfy the undergraduate degree concentration requirement.)
- Bilingual in English / Spanish (fluent in speaking and writing).

ENVIRONMENTAL CONDITIONS:

The employee is not exposed to known adverse environmental conditions.

The College requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.

As an Affirmative Action/Equal Opportunity institution that values and is committed to inclusion and expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.