



RHODE ISLAND COLLEGE JOB DESCRIPTION

Position classification: NUNC
Date created or revised: 9/26/2022
Exempt/Non-Exempt Status: Exempt
Responsible individual: Yes
Campus Security Authority: No

Title: Director, Communications and Marketing
Status: Full-time, 35 Hours/Week (May include evenings, holidays or weekends depending on deadline requirements; special events or emergency situations)
Grade: 15
Union Affiliation: NUNC (Non-Union/Non-Classified)
Reports To: Vice President, Advancement and College Relations

PRIMARY PURPOSE:

The Director of Communications and Marketing works strategically with college administrators, faculty, staff and student groups, and leads the office in the development and implementation of the college's comprehensive marketing and communications programs that incorporate initiatives for internal and external communications, including media relations and advertising. Additionally, this position administers and guides the editorial, graphic presentation and electronic and hard copy publishing services of the college. The director manages a staff of public relations professionals in writing, marketing, graphic design, publications, photography, and publishing.

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

- Develops, refines, and implements a comprehensive marketing program for the college, using market research techniques to assess community and student needs.
- Ensures that brand messaging is consistent across the college.
- Develops a comprehensive news media communications program that focuses on access and accuracy and maintains personal contact with news media professionals through visits, phone calls, and correspondence.
- Works with college faculty, staff, and students, to develop and implement promotion and publicity programs for college events and activities, including soliciting free publicity in various media, development of effective paid advertising.
- Supervises preparation, design and the production of appropriate flyers, brochures, booklets, catalogues and posters
- Evaluates the news worthiness of college events and activities and ensures effective promotion of it.
- Directs the preparation, review, and production of the college's print publications, news releases and other internal and external communications.
- Develops and assesses internal communication processes and initiates appropriate changes as needed.
- Plans and implements creative college advertising that includes the development of themes, identifying target audiences and selecting appropriate media outlets.
- Supervises assigned staff by setting schedules, assigning tasks, and evaluating performance.

- Monitors and reviews projects to ensure that all deadlines are met and that the end product meets quality standards.
- Forecasts operating requirements prepares budget requests, monitors and approves expenses and initiates budget changes.
- Serves as a college representative to various community groups and chairs and/or serves as a member of college committees.
- Under direction from college executives, utilizes new media to project a consistent and compelling image of the college for recruitment, retention, outreach, public relations, and fundraising.
- Leads the development and expansion of the college's electronic communications outreach to various target audiences.
- Ensures that the RI College brand remains consistent and professionally represented in all RI College brand touch points across the College
- Supervises the planning, preparation, and writing. Production and distribution of all news releases, announcements, video features, and any other information going to the broadcast and print media, and internal and external groups.
- Supervises the publication of the alumni magazine and initiates other necessary activities for internal communications with various constituencies.
- Supervises the maintenance of centralized biographical and informational files and records on the major operations, events, activities, and programs.
- Assists in developing themes used in advertising campaigns carried out for various college activities.
- Administers the departmental budgets in keeping with established college policies.

Occasional Job Functions:

- Manages all information and public relations functions for the college.
- Develops and manage related communications projects and activities as assigned.
- Performs other duties and responsibilities as assigned by the vice president for advancement and college relations.

REQUIRED QUALIFICATION STANDARDS:

Education:

Bachelor's degree in Communications or related field.

Experience:

Five or more years of work experience in mass communications, public relations or government relations.

Skills, Knowledge, and Abilities:

- Ability to communicate effectively orally and in writing.
- Ability to communicate with media and other off-site individuals or groups in emergency situations.
- Ability to organize, coordinate and supervise professional and support staff.

- Ability to interpret institution policies, plans, objectives, rules and regulations and communicate the interpretation to subordinates and others.
- Ability to prepare and present detailed studies and reports to include recommendations concerning the substance of the studies and reports.
- Possess strong interpersonal skills and be able to prepare and deliver oral presentations before small, medium, and large groups of people.
- Ability to speak effectively before faculty and administrative staff members on assigned work and related subjects.
- Knowledge of social media tools and technologies.

PREFERRED:

- Master's degree in communications, journalism, marketing, or a related field.
- Bilingual in English / Spanish (fluent in speaking and writing).

ENVIRONMENTAL CONDITIONS:

The employee may be exposed to known adverse weather or other 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.