



RHODE ISLAND COLLEGE JOB DESCRIPTION

Position classification: NUNC Date created or revised: 3/28/2023 Exempt/Non-Exempt Status: Exempt Responsible individual: Yes Campus Security Authority: No

Title: Director of Communications and Public Relations
Status: Full-time, 35-hours per week
Grade: 14
Union Affiliation: NUNC
Reports To: Executive Director for External Relations and Communication

PRIMARY PURPOSE:

Under the supervision of the Vice President for College Advancement and External Relations, the Director of Communications and Public Relations will provide key leadership and high-level direction over public relations and editorial strategies to generate awareness, create and distribute content, build relationships and influence action across a wide variety of Rhode Island College's external and internal audiences. The Director of Communications and Public Relations is responsible for effectively leading an active editorial team, as well as managing media relations to advance the college's academic and cultural identity consistent with its mission and brand.

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.
- Oversee editorial team responsible for college news website and magazine: senior writer/editor, writer/editor, bilingual writer/editor and student workers.
- Set strategy, determine priorities and supervise projects.
- Oversee digital communications specialist to set direction and goals for college social media accounts, e-newsletter and other digital communications
- Assume responsibility for related activities assigned by the Executive Director of External Relations and Communications.

Editorial

- Supervise the writing and editing of editorial team in order to ensure accuracy, readability, consistency, and conformance to College publications style.
- Counsel clients in the writing and preparation of copy for College publications.
- Serve as Editor-In-Chief of the Rhode Island College Magazine.
- Write and edit a variety of copy as needed.

Social Media Management

- 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 media 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.
- Liaise with members of the news media to facilitate external coverage of the college and its constituents.
- Respond to crisis communication situations.
- Engage with faculty and staff to develop and promote thought leadership campaigns and highlight achievements to both internal and external audiences.
- Develop relationships and connections between the college and external community.

Occasional Job Functions:

Perform other duties and responsibilities as assigned by the Executive Director of External Relations and Communications

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.)

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.