



**RHODE ISLAND COLLEGE  
JOB DESCRIPTION**

Position classification: PSA  
Date created or revised: 9/20/2022  
Exempt/Non-Exempt Status: Exempt  
Responsible individual: Yes  
Campus Security Authority: No

Title: Manager, Marketing Operations  
Status: Full-time, 35 hours per week  
Grade: 10  
Union Affiliation: PSA@RIC (Professional Staff Association)  
Reports To: Director, College Communications and Marketing

**PRIMARY PURPOSE:**

Assist the Director of College Communications and Marketing with client intake and facilitation of integrated marketing solutions. Working with the College Communications and Marketing team, serve as project manager for print, electronic and multimedia communications and marketing productions. Work closely with Web Communications team regarding integrated marketing communications.

**DESCRIPTION OF DUTIES AND RESPONSIBILITIES:**

Essential Job Functions:

Client Relations:

- Meet with various publics of the campus (vice presidents, deans, department heads, faculty, staff and students) to discuss, schedule, coordinate and monitor fulfillment of communications and marketing needs, goals and project scope.
- Identify relevant office resources to meet client goals, with Director, College Communications and Marketing and other relevant divisional staff, particularly web communications.
- Manage and share project schedule with appropriate divisional team members and client.

Project Coordination:

- Manage and monitor the office's production calendar for all print, electronic and multimedia projects, keeping all relevant divisional staff and clients informed of timelines and due dates, following up with staff and clients to keep projects on schedule.
- Communicate with commercial vendors (e.g., printers, mail houses), divisional staff and clients regarding project costs, in order to ensure quality production work at a reasonable price.
- Follow established purchasing procedures, contact commercial vendors and solicit bids for materials and services related to printing and mailing.
- Evaluate and monitor costs and work procedures to meet deadlines in a cost-effective manner.
- Oversee in-house print production, to include preparing price estimates, managing paper inventory, ordering supplies, coordinating and prioritizing print production schedules, maintaining equipment and quality assurance.
- Maintain appropriate production documentation/records and files.
- Assign and schedule printing and mailing jobs, as assigned by the Director, College Communications and Marketing. Monitor progress through completion.
- Transfer expense charges to departments and grant funded organizations on a monthly basis.
- Assist with basic layout and graphic design.

Occasional Job Functions:

- Hire and supervise student employees and/or in-house monthly contract staff.
- Assist in preparing budget estimates and production reports.
- Perform other duties and responsibilities as needed by the Director, College Communications and Marketing.

**REQUIRED QUALIFICATION STANDARDS:**

Education:

Bachelor's degree in communication, management or related, applied field.

Experience:

- A minimum of three years of experience in a customer service-oriented, creative services position.
- A minimum three years of full-time employment in marketing or communications operations and/or project management.
- Minimum of two to three years Macintosh hardware and software experience.
- Experience with client intake and advising on creative support, referencing a full range of marketing communication vehicles.
- Experience preparing and presenting progress and analytical reports for Director, College Communications and Marketing.

Skills, Knowledge and Abilities:

- Thorough knowledge of standard practices, procedures, materials and techniques related to producing print, electronic and multimedia communications/projects.
- Possess excellent Macintosh hardware and software skills.
- Demonstrated computer skills enabling efficient work in standard word processing, spreadsheet and database management programs.
- Familiarity with all aspects of marketing communication production, including print, electronic and multimedia collateral.
- Strong communication, interpersonal and organizational skills.
- Strong customer service orientation and outlook.
- Demonstrated familiarity with print marketing communications, electronic communications and multimedia communications projects.
- Demonstrated experience working in higher education marketing and communications.
- Demonstrated computer skills (including Adobe Creative Cloud and Apple creative applications, Microsoft Office suite applications.)
- Demonstrated familiarity with applicable U.S.P.S. mailing regulations.
- Demonstrated supervisory experience.
- Demonstrated strong interpersonal and verbal communication skills and experience working with a variety of individuals across a complex organization.
- Demonstrated proficiency with written communication skills.

- Demonstrated ability to work with diverse groups/populations.

**PREFERRED:**

- Experience in a customer service-oriented, creative services in an academic or other non-profit organizational setting.
- Experience working with graphic design and production software (e.g., Adobe Creative Cloud and Apple creative applications, Microsoft Office suite applications).
- Supervisory experience.

**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.*