



**RHODE ISLAND COLLEGE
JOB DESCRIPTION**

Position classification: PSA
Date created or revised: 9/12/2022
Exempt/Non-Exempt Status: Exempt
Responsible individual: No
Campus Security Authority: No

Title: Senior Writer/Editor (Office of College Communications and Marketing)
Status: Full-time, Non-Standard 35-hour work week; evening and weekend hours required
Grade: 11
Union Affiliation: PSA@RIC (Professional Staff Association @Rhode Island College)
Reports To: Assistant Director of Communications and Marketing

PRIMARY PURPOSE:

Generate editorial content for print, websites, social media, collateral pieces and internal/external communications promoting and representing Rhode Island College. Edit and proofread written materials. Establish media contacts in order to assist in the promotion of the college and all activities.

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

Website and Digital Content

- Supervise day-to-day writing, editing, proofreading and publishing of college news content on web.
- Work with in-house and freelance writers to edit, proofread and develop news articles for posting on the website and other digital platforms.
- Work with Director of Communications and Public Relations to develop and assign story concepts to writers; manage timely completion of assignments.
- Work with the web communications team.
- Oversee and manage publication of stories and flow of new content to college website, including home page and news landing page.

College Magazine

- Serve as Managing Editor of Rhode Island College Magazine.

Philanthropic Communications

- Work with the executive director and staff of the RIC Foundation in the development, of fundraising appeals and donor proposals
- Supervise day-to-day writing, editing, proofreading and publishing of alumni engagement and philanthropic communications
- Work with in-house and freelance writers to edit, proofread and develop news articles for alumni engagement and philanthropic communications

Writing/Editing

- Write, edit and proofread news and feature stories and other content for online news, weekly/daily newsletters, Alumni Magazine and other college publications.
- Prepare, write and promote informative material, including social media, for distribution to the campus community.
- Confer regularly with campus community to determine possible story ideas for campus newspaper/publications and external media sources.
- Coordinate writing assignments with college photographer to obtain accompanying photos.
- Serve as backup photographer in the absence of college photographer.

- Function as a reporter conducting interviews and attending events to promote the college.
- Prepare and write informative material for distribution to the campus community.
- Write, edit and proofread advertising and promotional copy as needed.
- Write radio and TV commercial copy as needed.
- Assist in production of print and online materials.
- Participate in media-related events on and off campus as required.
- Assign work to support staff as directed.

Occasional Job Functions:

Perform other duties and responsibilities as assigned by Director of Communications and Public Relations.

REQUIRED QUALIFICATION STANDARDS:

Education:

Bachelor's degree in English, Journalism, Communications or related field.

Experience:

At least three years of experience in news, public relations or communications.

Skills, Knowledge and Abilities:

- Proven news writing, copy editing and proofreading abilities.
- Ability to communicate effectively, verbally and in writing.
- Strong interpersonal skills.
- Excellent writing, editing and proofreading skills.
- Proven ability to produce news releases, media advisories and other content using traditional, social and online media.
- Proven ability to work under pressure and to meet established deadlines.
- Proficiency in using computer software such as Microsoft Office.

PREFERRED:

- Knowledge of digital and traditional photography.
- Public relations abilities.
- Experience with Photoshop.
- 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 which 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.