UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Coordinator, Marketing and Advertising

DIVISION: University Advancement (Department of Communications)

REPORTS TO: Director of Communications

GRADE: 12

SUPERVISES: Support staff, interns, student workers

BASIC FUNCTION:

Assist the Director of Communications in all marketing and advertising efforts for the University of Rhode Island. Identify marketing issues, challenges, and opportunities for the institution. Recommend strategies for marketing University-wide programs that serve to enhance the University’s image among its internal and external stakeholders. Monitor University marketing activities from a centralized perspective to ensure coordination of marketing efforts. Coordinate market research activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Assist the Director in the coordination of marketing activities throughout the University to properly communicate with a consistent voice, maximize marketing effectiveness, and ensure consistent application of the University’s marketing and communications strategies among the campuses, colleges and other major units that communicate externally.

Participate as a team member in the ongoing branding and integrated marketing activities.

Assist the Director in advising University officials in the marketing of the institution and individual colleges and administrative programs.
Serve as marketing liaison to the seven academic colleges, including the College of Continuing Education at the Providence Campus, the Division of Student Life, the Division of University Advancement, University College, Admission, Alumni Affairs/Association, URI Foundation and other areas, as needed.

Identify new and exciting ways to reach out and promote the University’s brand position/marketing messages to key audiences, capitalizing on recent and ongoing market research.

Assist in the coordination of University-wide marketing campaigns and oversee all phases of marketing projects, from research to concept, creative, editing, final production and distribution.

Synthesize market research data into summary reports with recommendations for implementation.

Write marketing copy for print and web; write scripts. Conduct and/or supervise media buys.

Assist in the development of advertising concepts for multi-media projects, including traditional media channels (TV, radio, billboards, videos, magazine, newspaper, etc).

Work with the marketing and communications staff in developing and maintaining a cohesive presence for the University on the World Wide Web, including utilize new media channels, including podcasts, wikis, video streaming, web sites, email solicitations, electronic newsletters.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as requested.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; word processing, database management, and spreadsheet software.
ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Required: Bachelor's degree in marketing, communications, or business; minimum three to five years of full-time employment in marketing or communications; proven skills and accomplishments in developing marketing strategies, market research, and integrated marketing communications; excellent verbal and written communication skills; ability to organize, coordinate, and supervise support staff, interns, and student workers. Preferred: Master's degree; marketing experience at an institution of higher education.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.