UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Director, Publications and Creative Services

DIVISION: University Advancement

REPORTS TO: Vice President for Advancement

GRADE: 14

SUPERVISES: Professional, technical and clerical staff

BASIC FUNCTION:

Plan, organize and lead the activities of the University’s Office of Publications and Creative Services to create a coordinated program of sophisticated print and electronic materials designed to support the institutional advancement, branding and marketing priorities of the Division of University Advancement, the Alumni Association, and the University’s academic programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Administer University and Advancement Division priorities for print and electronic publications, including, but not limited to: the quarterly alumni magazine and alumni publications; admission publications, including the Viewbook and key academic recruitment materials; commencement materials and materials for Public Programming and Special Events; the biweekly electronic newsletter inAdvance@URI; divisional email communications, divisional Web sites for the Vice President, Alumni Relations, Government Relations, Public Programming and Special Events, Publications and Creative Services, and Advancement Information Services.

Work collaboratively with the Vice President’s team and other administrators in the Division of University Advancement to plan and analyze publication needs, and to apply key branding and marketing messages to Divisional and University publications.

Work with the Manager of Advancement Information Services to coordinate technical management, design, production, and scheduling of in-house electronic subscriptions program, including inAdvance@URI, as well as alumni email communications and other electronic communications sent via Harris Online Services.

Work with the Department of Communications and Marketing to implement consistent branding and marketing across all print and electronic publications.
Work with administrators in the Admission Office and the Department of Communications and Marketing to develop recruiting materials.

Work with other departments at the University to develop promotional materials for academic and other University programs.

Supervise and coordinate the work of the Publications and Creative Services Office staff of writers, editors, designers, and photographer through individual consultation and staff meetings.

Work with vendors and outside agencies, including printers, mailing services, State Purchasing, URI Printing Services, and freelance writers and photographers.

Prepare the annual budget for the Publications and Creative Services Office and the quarterly alumni magazine, QUAD ANGLES.

OTHER DUTIES AND RESPONSIBILITIES:

Serve on the alumni magazine editorial board.

Serve as a member of the Vice President’s Team.

Serve on the University-wide Web Task Force.

Perform additional duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Advanced desktop publishing, preferably Macintosh.

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Required: Bachelor’s degree in graphic design, communications, marketing, or a related field; a minimum of five years of professional experience in print and electronic publications production, preferably in higher education, with a minimum of three years of management-level experience; experience in the effective management of budget, personnel, and scheduling, and in leading a creative team; demonstrated extensive knowledge of print and electronic production; demonstrated familiarity with the creation and updating of visual graphic standards for media used in a complex organization; demonstrated ability to communicate effectively orally and in writing, and to organize, coordinate and supervise a support staff; demonstrated ability to prepare and present concepts, budgets, and production plans for publications projects to peers and administrators; strong interpersonal and organizational skills; demonstrated ability to manage multiple publications projects simultaneously to meet deadlines; ability to interpret institutional policies, plans, objectives, rules and regulations, and to communicate the interpretation to others.
Preferred: Experience working with advanced desktop publishing software, project management software, electronic newsletter and e-mail communications management software, and Web content management software, preferably WordPress; experience with marketing strategy, branding, and market research; experience working in an advanced Macintosh desktop publishing environment.

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