UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Specialist, CRC/Public Information & Communications

DIVISION: Academic Affairs (GSO)

REPORTS TO: Assistant Director, Coastal Resource Center

GRADE: 12

SUPERVISES: One Administrative Assistant and two interns

BASIC FUNCTION:

Serve as the communications liaison for the Coastal Resources Center (CRC). Responsibilities include keeping CRC donors, press agencies, and other key audiences updated on CRC projects and initiatives. In this role, author and/or edit publications, newsletters and other corporate documents including the Center's annual report and prospectus; manage the Center's public development office and, in conjunction with the GSO development officer, implement the Center's fund-raising strategy.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Communicate CRC's overall message and mission to key audiences, working closely with the public information staff of the Graduate School of Oceanography and the University to ensure that this message is aligned with the overall message of the University.

Manage all aspects of public relations for the Center, including the following: writing and placing press releases at local, national, and international levels; identifying forums at which CRC should have a presence and producing the appropriate promotional materials.

Author, edit, and manage the production of a wide variety of publications targeted toward identified audiences. These publications will have a clear message, promote the CRC approach, and strengthen CRC's identity as a global player in coastal management. Publications may be in hard copy or electronic format or both.

Manage the marketing and distribution of CRC publications;
edit existing CRC technical documents for publication in coastal management or environmental journals and magazines.
Coordinating with the Assistant Director of Development (GSO), implement the Center's fund-raising strategy to diversify its financial base. This includes the following: working with government and private agencies and foundations to match their funding interests with relevant CRC projects and initiatives; developing proposals targeted at those funders; and managing the process leading to an award.

Manage CRC libraries of visual, hard copy, and electronic documents.

OTHER DUTIES AND RESPONSIBILITIES:

As assigned by the Center directors.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers and word processing, Page Maker, database management and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Bachelor's degree required; master's degree preferred. Seven or more years of communications experience required, with proven skills and accomplishments in the areas of public information dissemination, marketing, editing, fund-raising, and public relations. Must have a minimum of five years of experience working in a nonprofit or educational organization in a public information/public relations capacity with a focus on environmental management (marine affairs, marine science, natural resource science or management) or international development. Experience in working with the State and Federal government, as well as the private sector and public audiences required. Demonstrated ability to develop and implement communications strategies required, including the ability to identify targeted audiences, implement a marketing and dissemination plan, and measure results of the overall communications campaign. Must possess excellent knowledge and understanding of all facets of computer technology (equipment, software, and Internet), including facility with installation and distribution of publications on the World Wide Web. Must know Word 6.0, Page Maker, and FoxPro, and be able to produce professional quality, camera-ready data and graphics. Must possess excellent public speaking and facilitation skills, as well as excellent project management and organizational skills, and the ability to work well with technical and administrative staff, donors, news media, vendors, private and
public sectors, and other professionals. Demonstrated ability to organize information, materials and events and to provide creative approaches to communication challenges required.
ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.

SOME REQUIREMENTS MAY EXCLUDE INDIVIDUALS WHO POSE A DIRECT THREAT OR SIGNIFICANT RISK TO THE HEALTH AND SAFETY OF THEMSELVES OR OTHER EMPLOYEES.

THIS JOB DESCRIPTION IN NO WAY STATES OR IMPLIES THAT THESE ARE THE ONLY DUTIES TO BE PERFORMED BY THE EMPLOYEE OCCUPYING THE POSITION. EMPLOYEES WILL BE REQUIRED TO PERFORM OTHER JOB-RELATED DUTIES REQUESTED BY THEIR SUPERVISOR.

Class

Code:...........0893

Position#:.(PSA)..106799

by:.........SG

Developed

Reviewed

Approved

Date:.................2/96

□