UNIVERSITY OF RHODE ISLAND  
Position Description

TITLE: Writer

DIVISION: Communications & Community Relations (Communications & Marketing)

REPORTS TO: Assistant Director, Communications & Marketing

GRADE: 10

SUPERVISES: Clerical support staff

BASIC FUNCTION:

Research and write content copy for use on the University of Rhode Island’s website, other electronic communications, and related marketing/promotional materials for distribution to print, broadcast and online media and other venues; cover assigned academic and administrative beats; cultivate, maintain, and expand correspondence and contact with print, broadcast, and online media.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Write and edit press releases and articles for print, broadcast, online media and electronic communications.

Write and edit citations, brochures and other promotional copy for all communication vehicles as assigned.

Function as a reporter covering academic and administrative beats. Assign photography and videography as needed.

Advise faculty, staff and students on ways to make news; gather information for publicity purposes; determine news value of story ideas.

Maintain up-to-date files on assigned coverage areas including, but not limited to, list of media resources and experts, upcoming events and program developments.
Cultivate, maintain, and expand correspondence and contact with print, broadcast and online media including, but not limited to, reporters, editors, news directors, and assignment editors; pitch story and article ideas to local, regional, and national media.

Assist in planning and preparing press conferences and media seminars.

OTHER DUTIES AND RESPONSIBILITIES:

Work on special projects as needed.

Perform other duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; word processing, database management, Web software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor’s degree in English, journalism, communications or related field, including liberal arts disciplines; three years of full-time experience reporting for a print, broadcast or online media outlet, or a minimum of three years of full-time experience at a public relations or advertising agency (experience must include story placement in local, regional, or national print, broadcast or online media outlets); demonstrated ability to communicate effectively verbally and in writing; demonstrated strong interpersonal skills; demonstrated computer skills, including email, MS Word, Web skills; demonstrated fluency in social media; demonstrated ability to work with diverse groups.

PREFERRED: Demonstrated experience with Photoshop or other image-editing software; experience with MacOS.

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