

Job Code:...101628  
Position#:(NUNC) (E)  
Developed by: .CB  
Reviewed by: .DLJ  
Approved by: ..LK  
Date:... 02/21/23

**THE UNIVERSITY OF RHODE ISLAND**  
**Position Description**

**TITLE:** Specialist, Admission Digital Marketing  
**DIVISION:** Academic Affairs (Admission)  
**REPORTS TO:** Coordinator, Admission Communication and Marketing  
**GRADE:** 8  
**SUPERVISES:** Student interns

**BASIC FUNCTION:**

Support the essential work of the URI Admission Office's Marketing and Communications team. Assist with coordinating emails, building and testing of the messages, and queuing emails on an as needed basis. Support the content creation process for communication work across all digital channels (email, social media, web). Work closely with the central communications team and the Coordinator Admission/Communication and Marketing on admission related social media content including, but not limited to: content creation, overall strategy, moderating live streams and chats, and answering direct messages.

**ESSEENTIAL DUTIES AND RESPONSIBILITIES:**

Support Admission Officer for Marketing and Communications on weekly email building and testing.

Queue and stop emails on an as needed basis.

Build and test event related communications.

Social media content management and creation for any admission related social media Initiatives.

Write content for all digital marketing channels on an as needed basis.

**OTHER DUTIES AND RESPONSIBILITIES:**

Perform additional duties as required.

**LICENSES, TOOLS, AND EQUIPMENT:**

Personal computers, printers; database management and spreadsheet software.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Bachelor's degree; Minimum one year of demonstrated experience with marketing and communications related work; Demonstrated organizational skills; Demonstrated ability to meet deadlines and balance multiple, ongoing projects; Demonstrated professional experience using social media; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; and, Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Demonstrated Slate or other Customer Relationship Management (CRM) experience; Demonstrated experience with Basecamp or other project management tools; Demonstrated experience with Canva or other related design products; Demonstrated email marketing experience; and, Demonstrated social media marketing experience.

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