

Job Code:.....101721  
Position#: (NUNC) . (E)  
Developed by: ..... CB  
Reviewed by: CB, DD  
Approved by: .....LK  
Date: ..... 04/24

UNIVERSITY OF RHODE ISLAND  
Position Description

**TITLE:** Associate Director, Marketing and Communications (Admission)

**DIVISION:** Admission (Academic Affairs)

**REPORTS TO:** Dean of Admission

**GRADE:** 14

**SUPERVISES:** Professional and support staff as assigned

**BASIC FUNCTION:**

Serve as the primary administrator of all admission related marketing and communication functions, including all digital outreach (email and texting), website, printed publications, social media, and marketing related vendor relationships. Responsibilities include developing comprehensive marketing strategies, maintaining brand integrity across all channels, overseeing the master communication calendar, executing integrated marketing campaigns and managing digital marketing initiatives, and supervising a team of marketing professionals. Serve as the primary administrator of the communications module in Slate, the department CRM, overseeing communication strategy for the entire admission funnel from recruitment to yield through Orientation. Serve as part of the Admission Leadership Team and participate in departmental decision-making. Manage the design, content, and liquid markup of all electronic decision letters.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Develop digital and printed marketing materials maintaining a consistent “brand” voice, maximizing effectiveness, and helping to ensure attainment of annual enrollment goals.

Solicit participation from key campus constituents in the development of communications for prospective students and applicants. Collaborate on printed recruitment materials with colleagues in URI central marketing and communications.

Support communication needs related to all visits, events (in-person and virtual), and recruitment travel for the Office of Admission and New Student Transitions.

Stay abreast of trends in the field of college admission, including marketing techniques and best practices with websites. Attend relevant professional development conferences and webinars.

Using Slate Deliver, assist with the development of queries related to mailings and publication quantities.

**OTHER DUTIES AND RESPONSIBILITIES:**

Assist at all major on-campus recruitment events.

Perform other duties as requested.

**LICENSES, TOOLS, AND EQUIPMENT:**

CRM (Slate), word processing, Google/Microsoft) database management, spreadsheet software, (Google/Excel), PeopleSoft, Basecamp, Loomly.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Master's degree; Minimum of five years of full-time employment in marketing/communication in higher education; Demonstrated experience managing communications using Slate; Demonstrated accomplishments in developing marketing strategies and integrated marketing communications; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated supervisory experience; Demonstrated ability to work independently and as part of a team; and, Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Minimum of five years of full-time employment in marketing/communication in a college admission office; Minimum of three years of supervisory experience; and Demonstrated experience using liquid markup/conditional logic.

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