

Job Code:..... 101727  
Position #:(PSA)...(E)  
Developed by:....EWE  
Reviewed by: ... DLJ  
Approved by:..... LK  
Date: . . . . . 6/12/24

**UNIVERSITY OF RHODE ISLAND  
Position Description**

**TITLE:** Assistant Director, Engagement and Outreach  
**DIVISION:** Academic Affairs (University College for Academic Success)  
**REPORTS TO:** Director, Enrollment, New Student Transitions & Visitor Services  
**GRADE:** 12  
**SUPERVISES:** Professional, administrative, support, and student staff

**BASIC FUNCTION:**

Responsible for formulating and executing dynamic strategies and events aimed at fostering connections with new students and their families/supporters, enriching enrollment processes, facilitating seamless new student transitions, and elevating visitor service standards. Nurture partnerships with community stakeholders and external vendors to further strengthen engagement and collaboration.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Participate as an active Enrollment, New Student Transitions & Visitor Services team member to strategize and develop consistent yield, orienting, and welcoming initiatives and events.

Coordinate and assist yield, orientation and welcoming on-campus and virtual programs for the new first-year and transfer students and their family/supporters. This includes but is not limited to on-campus recruitment events, yield, orientation, and welcoming programs, event concepts, themes, and outcomes in collaboration with stakeholders. Develop event concepts, themes, and outcomes to ensure that attendees experience a high quality, memorable, and unique experience. Ensure the events and programs prioritize inclusivity and accessibility, including but not limited to accommodating individuals with disabilities, speakers of diverse languages, first-generation students, and those entering college through non-traditional pathways.

Supervise a team of staff, graduate and undergraduate student employees and interns. Provide training, guidance, and support to ensure the team is knowledgeable about events and programs and their role in planning and executing high quality new student and family/supporter programs, initiatives, and events. Coordinate and provide comprehensive training and ongoing support ensuring they are equipped with the necessary skills.

Oversee student management processes, including recruitment, hiring, scheduling, and performance evaluations, to maintain a skilled and motivated team that aligns with the mission and objectives of the Office of New Student Transitions.

Secure and meticulously manage vendor partnerships, employing strategic collaborations to enhance engagement and outreach initiatives for new students and their families/supporters. This involves adeptly navigating and adhering to both state and University purchasing policies and procedures, ensuring seamless execution and compliance throughout the procurement process.

Oversee all virtual support materials connected to the on-campus visit experience to ensure access to information for all new students and families, irrespective of their ability to attend events in person. This includes recording and disseminating live events, as well as facilitating virtual tours, recording and disseminating live events, and website materials to ensure that every individual can engage with pertinent resources regardless of their physical presence as well as creating virtual content to ensure that every individual can engage with pertinent resources regardless of their physical presence.

Foster family and supporter engagement throughout the multifaceted journey of recruitment, yield, orientation, and transition phases, as their students embark on their journey of becoming integral members of the URI community. This entails providing ongoing assistance, resources, events, and guidance tailored to the specific needs of families and supporters at each stage, ensuring a seamless and inclusive transition into the vibrant URI community. Forge collaborative connections with the Foundation & Alumni Engagement department to actively engage with both families and alumni, cultivating robust and enduring relationships with the university community.

Strategically source, procure, and manage promotional items for campus visit programs and events, ensuring alignment with branding guidelines and enhancing overall visitor experience. Implement cost-effective solutions and monitor inventory levels to meet program demands efficiently.

Serve as the liaison between Housing and Residential Life (HRL) and New Student Transition. Act as the primary contact for the showrooms including selecting residents who reside in suites. Communicate needs for daily visit and events including but not limited to recruitment, yield, orientation, and welcoming events. Connect with other Division of Student Affairs Offices including but not limited to Dining Services, Dean of Students, and Health Services.

Serve as the liaison between Enrollment Services and New Student Transition. Ensure that correct information regarding billing, financial aid etc. is communicated to on-campus visitors. Coordinate with staff to ensure their presence is at determined events and help coordinate specific on-campus and virtual events and programs.

Continuously evaluate and assess the effectiveness of programs, initiatives, and events to ensure ongoing improvement and alignment with organizational goals and objectives.

Collaborate with the marketing & communication teams to develop digital content for all on-campus recruitment, yield, orienting, and welcoming events and uphold cohesive messaging

across all channels, catering to the needs of prospective, new, and current students, as well as their families.

Oversee the event and promotional item budgets, meticulously tracking expenditures related to student payroll and other operational costs. Conduct thorough assessments to ensure optimal allocation of resources and identify potential cost-saving opportunities.

Serve as a representative of the Office of New Student Transitions on relevant campus committees as assigned. Contribute insights, perspectives, and expertise to collaborative efforts aimed at enhancing the overall student experience and promoting successful student transitions.

**OTHER DUTIES AND RESPONSIBILITIES:**

Perform other duties as required.

**LICENSES, TOOLS, AND EQUIPMENT:**

Personal computers, printers, word processing, database management, and spreadsheet software. Microsoft Office Suite and G Suite.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Master's Degree; Minimum five years of experience in event planning, student engagement, and/or related field; Demonstrated experience in developing and executing strategic initiatives and events aimed at fostering student and family engagement and elevating event standards; Demonstrated experience supervising and providing leadership to diverse teams (including student employees); Demonstrated commitment to promoting diversity, equity, and inclusion within the university community and fostering an environment that supports student success and well-being; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated presentation skills (including presenting in front of large audiences); Demonstrated experience collaborating effectively with various stakeholders (including students, families, community partners, vendors, and university departments); Demonstrated ability to evaluate and assess the effectiveness of programs and implement improvements based on data-driven insights and organizational goals; Demonstrated organizational and project management skills; Demonstrated ability to multitask, prioritize tasks, and meet deadlines in a fast-paced environment; Demonstrated computer skills (including Google Suite, Microsoft Office); Demonstrated social media platform skills; Willingness to work evenings, weekends, or irregular hours to support programs; and Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Minimum five years of experience in event planning, student engagement, and/or related field in a higher education setting (this can include full or part-time graduate experience); Demonstrated familiarity with the undergraduate programs at URI; Demonstrated

knowledge of State of Rhode Island and University purchasing policies and procedures (i.e., ability to navigate and adhere to compliance requirements throughout the procurement process; familiarity with accessibility and inclusivity considerations, including accommodations for individuals with disabilities, speakers of diverse languages, first-generation students, and non-traditional college entrants); Demonstrated experience in developing and delivering training programs for student staff (including the design of training materials, workshops, and presentations); Demonstrated experience with Technolution Slate; Demonstrated experience with undergraduate admission or new student transition; and Demonstrated knowledge of college student development theory.

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