

Job Code: 101750
Position #: (NUNC) (E)
Developed by: EMR
Reviewed by: LK; DLJ
Approved by: LK
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UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Director, Communications and Marketing (Student Affairs)

DIVISION: Office of the Vice President, Student Affairs

REPORTS TO: Vice President, Student Affairs

GRADE: 14

SUPERVISES: Professional, technical, support staff, interns, student workers

BASIC FUNCTION:

Develop and implement a comprehensive, strategic communications and marketing program for the Division of Student Affairs working in collaboration with the Vice President of Student Affairs, the Student Affairs leadership team, and the University's External Relations and Communications team to advance the image and reputation of the Division and University. Direct the professional staff within the division with responsibilities in marketing and communications on best practices in marketing, communication, branding, social media, print and digital media, and crisis communication. Responsible for division-wide internal and external communications, marketing, and public relations activities from a centralized perspective to ensure coordination and integration within the division.

Work with department leaders and staff to define and create objectives and strategies and execute associated tactics to support the department's branding, marketing, and communication efforts. Serve as a member of the Vice President's leadership team and be a liaison to the External Relations and Communications team to ensure a coordinated approach in support of the University's Strategic Plan.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Market the Division of Student Affairs departments, specifically targeting existing and prospective students, parents/supporters, alumni, and the broader community.

Lead a division-wide visibility initiative and be administratively responsible for the ongoing development and advancement of the division's identity in support of the overall URI brand.

Plan, develop, implement, and manage division-wide marketing, communications, digital and traditional strategies that integrate marketing and communications across the division and in support of URI's brand while monitoring success of these strategies.

Responsible for collaborating to strengthen and align the Student Affairs departmental identities through strategic marketing activities and to ensure standards are maintained and consistent throughout the division.

Expand and advance the division's web presence.

Expand and lead the Student Affairs division's social media presence across all relevant platforms, ensuring quality and maximum exposure. Collaborate with department liaisons and the University's social media coordinator on best practices.

Provide oversight for internal communications to ensure that staff, students, and their families are kept informed of the Division of Student Affairs goals, objectives, and progress.

Develop benchmark criteria and track and evaluate the effectiveness of communications and marketing programs on a regular basis.

Use data from perception studies, surveys, and other research to inform communication efforts.

Anticipate, prepare for, preempt, and mitigate issues with the potential to negatively impact the Division of Student Affairs' or University's reputation.

Coordinate with External Relations and Communications on issues-management and crisis communications plans and advise in the event of a crisis.

Work with the External Relations and Communications team to develop a media relations strategy and program at the departmental and division levels.

Provide leadership in telling the Division of Student Affairs stories, weaving them together to create a consistent, unified message in support of the URI brand to a broad range of targeted, diverse audiences.

Serve as a division leader in developing policies, guidelines, and protocols in areas related to communication.

Lead the development of digital and print formats of the division annual reports, strategic plans, and presentations consistent with brand guidelines.

Reinforce a culture of excellence, innovation, and creativity that is proactive and quick to mobilize around important issues facing the Division or University at all levels.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as assigned.

LICENSES, TOOLS, AND EQUIPMENT:

Personal computers and printers; word processing, database management, and spreadsheet software. Google Suite; Google Analytics. Photoshop.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree in marketing, communications, business, or related field; Minimum five years of professional experience in marketing or communications; Demonstrated social media and social media strategy experience; Demonstrated experience in the creative development of web, print, and social media advertising concepts; Demonstrated experience with Photoshop or other photo editing software; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated ability to work independently and collaboratively within a team; Demonstrated presentation skills; and Demonstrated ability to work with diverse groups/populations.

PREFERRED: Demonstrated experience with video production and photography; Demonstrated experience with marketing analytics and market research; Demonstrated experience with WordPress; and Demonstrated experience in managing online marketing campaigns.

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