

ClassCode:0114-Oct2015
Position #: (PSA)(E)..
Developed by:.....KQ
Reviewed by:.....LK
Approved by:.....LK
Date:.....10/2015

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Manager, Marketing and Advertising (ASF/CCE)
DIVISION: External Relations (Communications and Marketing)
REPORTS TO: Dean, Alan Shawn Feinstein College of Continuing Education
(URI Providence)
GRADE: 13
SUPERVISES: Professional staff, support staff, interns, student workers

BASIC FUNCTION:

Assist the Dean in all marketing and advertising initiatives for the Alan Shawn Feinstein College of Continuing Education. Identify marketing challenges and opportunities, and recommend strategies for marketing efforts that serve to enhance and strengthen the reputation of the College among its internal and external stakeholders. Coordinate market research activities, and monitor marketing and branding activities of College to ensure coordination of efforts. Collaborate on marketing initiatives with the Marketing Coordinator on the Kingston Campus.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Assist the Dean in the coordination of marketing and branding activities to effectively communicate with a consistent voice for the College and the University.

Develop advertising strategies and perform ongoing ROI analysis with regard to recruitment and image-building activities. Manage traditional and digital media buying activities.

Supervise the strategic development and management of the official Alan Shawn Feinstein College of Continuing Education social media platforms to ensure quality and maximum exposure in the marketplace.

Identify new and exciting ways to reach out and promote the Alan Shawn Feinstein College of Continuing Education brand position to key audiences, capitalizing on recent and ongoing market research.

Supervise the marketing team at the Alan Shawn Feinstein College of Continuing Education.

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Assist in the creative development of advertising concepts for multi-media projects, including traditional media channels (TV, radio, print, billboards) and new media platforms. Work with designers and editors in the development of advertising campaigns. Write marketing copy for both print and digital advertising.

Assist in the coordination of the College-wide marketing campaigns and oversee all phases of marketing projects, from research to concept to creative to final production and distribution.

Serve as marketing liaison to the marketing staff at the Kingston campus to address marketing and branding needs and initiatives.

Lead the internal team in the development of web content for the College's homepage presence. Write and edit content for the website and coordinate optimization activities.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; word processing, database management, and spreadsheet software.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as assigned.

Licenses, Tool, and Equipment:

Personal computers and printers; word processing, database management, and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree in marketing, communications, business, or related field; five to seven years of full-time employment in marketing or communications; or related field; demonstrated experience with marketing analytics and marketing research; excellent verbal and written communication skills; demonstrated experience in supervising professional staff and support staff; demonstrated ability to work effectively and collegially with colleagues; demonstrated ability to be a self-starter and a creative and strategic thinker; demonstrated ability to work with diverse groups.

PREFERRED: Experience with paid media buying, using social media platforms, and website optimization strategies.

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