

**Class Code:**.....0206  
**Position#: (PSA)(E) 8328**  
**Developed by:**.....JS  
**Reviewed by:**.....SG  
**Approved by:**.....LK  
**Date:** .....09/15

**UNIVERSITY OF RHODE ISLAND**

**Position Description**

**TITLE:** Specialist, Coastal Institute

**DIVISION:** Academic Affairs (GSO: Coastal Institute)

**REPORTS TO:** Director, Coastal Institute

**GRADE:** 12

**SUPERVISES:** Undergraduate Students, Graduate Students, Outreach Scientists, Technical Staff, and Support Staff as Appropriate

**BASIC FUNCTION:**

Coordinate the administration and management of outreach programs and grant research initiatives of the University of Rhode Island's Coastal Institute. Responsible for leading a cohesive communication effort that integrates social media into these programs and for developing systems to streamline and manage the program's fiscal and administrative functions.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Develop strategic plans for outreach and educational programs on subjects addressed by the Coastal Institute, including but not limited to climate change, environmental disaster response, social equity, and environmental resource management.

Oversee planning and coordination of the Coastal Institute's events and outreach efforts on a diverse range of environmental and science-based topics.

Plan, organize, and develop content for appropriate communications channels in an effort to achieve program objectives while ensuring consistent messaging for the purpose of educating and informing the public.

Conduct independent research in support of the creation of educational materials.

Develop and execute clearly defined social media strategies to increase on-line awareness and target specific audiences.

Create systems to track, monitor, and evaluate Coastal Institute grants and programs.

Coordinate and participate in the development, updating, and improvement of fiscal and administrative systems at the Coastal Institute.

Manage day-to-day fiscal and administrative functions and prepare reports to donors, grantees, and partners as needed.

**OTHER DUTIES AND RESPONSIBILITIES:**

Assist in the creation and maintenance of educational Internet sites.

Develop and manage email marketing systems.

Create and maintain database of Coastal Fellows and grants in aid requests.

Perform research, develop plan/procedures and prepare reports at the request of the Director.

**LICENSES, TOOLS AND EQUIPMENT:**

Personal computers, printers, fax machines, scanners, word processing, design software, database management, browser-based, graphical and spreadsheet software.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions,

**QUALIFICATIONS:**

**Required:** Master's in Communication or related field such as Journalism or Library Science required; minimum of five years (5) years' experience in resource management or public outreach; demonstrated familiarity with major issues in coastal zone management; demonstrated organizational skills; demonstrated experience coordinating and executing large events; demonstrated experience in conceptualizing educational Internet sites; demonstrated experience in social media strategic planning; demonstrated experience in creating data management and analysis tools; demonstrated experience in the fiscal and administrative management of grants; demonstrated strong interpersonal skills; demonstrated written and oral communication proficiency; demonstrated ability to supervise staff and student workers; demonstrated ability to work with diverse groups.

**Preferred:** Proficiency in web authorizing programs including Dreamweaver and Wordpress; formal social media strategy training or certification; experience with PeopleSoft; knowledge of University policies and procedures.

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