

Job Code:.....100468
Position #: (PSA).....(E)
Developed by:.....CA
Reviewed by:DLJ,LK
Approved by:.....LK
Date:.....08/13, 03/18

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Coordinator, College of Business, Marketing
DIVISION: Academic Affairs (College of Business)
REPORTS TO: Dean, College of Business
GRADE: 14
SUPERVISES: Social Media Intern, Creative Team, photography and video production contracted staff, clerical and support staff.

BASIC FUNCTION:

Plan and oversee marketing, with an emphasis on College of Business (COB) communications and events, in a way that improves the COB's brand reputation and advances its mission. Gather stakeholder insights, analyze how the COB brand is positioned in the market, and set a marketing strategy with clear performance objectives that are consistent with the COB mission. Supervise, administer, plan, organize and direct the visual design, graphic production and electronic publishing activities for the College of Business (COB.) In collaboration with the University's Publications and Creative Services Office, create a coordinated program of sophisticated print and digital materials designed to support the College's advancement, branding, and marketing priorities of External Relations and Communications. Capture data on performance and prepare reports. Facilitate internal communication about priorities and progress toward goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Under the direction of the Dean, provide leadership and professional expertise in the areas of: Marketing, Digital and Social Media; Internal Communications and Analytics and Programming and Events.

Strengthen the College of Business' web presence in compliance with the University's standards.

In consultation with University Executive Director of External Relations and Communications and Director of Marketing and Communications, plan and coordinate College publication priorities and activities including, but not limited to, program brochures, press releases and other marketing print and digital materials.

Function as a creative director. Oversee and direct the visual concept, aesthetics and continuity of ongoing College publications and communications.

Build a strategy on how to effectively utilize Digital and Social Media for the COB and function as an electronic publishing specialist for print and web-based publications.

Increase visibility of the COB for both external constituencies and the internal stakeholders.

Assist in events involving high level Alumni engagement.

Develop a system for how the COB promotes faculty research and achievements, both internally and externally.

Guide the development of systems to inform internal stakeholders (including students, faculty, staff, Dean's Advisory Council and alumni) of relevant information about activities, research accomplishments and other noteworthy matters.

Collaborate with the College's career team to build relationships with prospective employers.

Produce and deliver Newsletters and bi-annual magazine for the College.

Facilitate internal communication about priorities, responsibilities, and how they relate to the COB mission.

Track performance against objectives (e.g. reach, engagement, brand associations, reputation, rankings, etc.)

Translate data about progress toward objectives and goals into actionable insights and share them.

Provide leadership and direction in the planning and execution of high quality events and ceremonies for the COB (both undergraduate and graduate programs, large, small, high profile and less formal), such as: Lecture series; Guest speakers; Panel presentations; Faculty retirements; VIP tours; Milestone events (95th and 100th COB anniversary); Advisory council and board meetings; Athletic events; Open Houses and Welcome Days for Accepted Students; Information sessions; and, other events for the College.

Prepare and post event analysis. Assess opportunities and make recommendations for improving service to internal and external constituents.

Prepare year-end event reports, providing analysis and recommendations for future actions and improvements.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, 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, Graphic Design or related field; Minimum of five years' combined professional experience in print and electronic design; Minimum of two years of experience in publications management; Demonstrated experience in budget management; Demonstrated experience in personnel and scheduling management; Demonstrated entrepreneurial and creative thinking; Demonstrated ability in marketing design aesthetics; Demonstrated knowledge of Web-based publication production techniques; Demonstrated knowledge of print and electronic production; Demonstrated experience in Macintosh publishing and layout applications (i.e. inDesign,

Illustrator, Photoshop) for print publications and Web authoring; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated supervisory experience; Demonstrated ability to prepare and present concepts, budgets, and production plans for publications projects to peers and administrators; Demonstrated ability to interpret institutional policies, plans, objectives, rules and regulations and communicate the interpretation to others; Demonstrated ability to manage multiple publications projects simultaneously; Demonstrated ability to meet deadlines; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Demonstrated experience working with advanced desktop publishing software in a higher education setting; Demonstrated experience working with project management software; Demonstrated experience working with electronic newsletter software; Demonstrated experience working with e-mail communications management software; Demonstrated experience working with Web content management software, (e.g. WordPress); Demonstrated experience working with Excel; and, Demonstrated experience with marketing strategy, branding, and market research.

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