

Class Code:.....0501
Position #: (NUNC)...6916
Developed by:.....
Reviewed by:.....
Approved by:.....
Date:.....4/98

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Director, CCE/Enrollment Management/Marketing/External Affairs
DIVISION: Academic Affairs (College of Continuing Education)
REPORTS TO: Dean, College of Continuing Education
GRADE: 15
SUPERVISES: Professional, clerical and other support staff

BASIC FUNCTION:

Responsible for the following: recruitment; college client databases and analyses; marketing/advertising/printing; planning of major College-wide events; management of College scholarship funds. Serve as liaison to selected external agencies, organizations, businesses and donors.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Coordinate all college research and maintain client databases; manage all survey data gathering processes used for programming and marketing decisions for CCE.

Oversee all college recruitment activities including, but not limited to: Grand Information Sessions, College fairs, trade shows/business expos, and community college liaisons. Participate in publicity, general recruitment and minority recruitment efforts. Solicit and receive invitations from outside businesses and organizations to participate in events and activities that focus on encouraging older adults to attend college.

Manage the College's advertising programs and budgets.

Manage and further develop and implement the College's marketing programs, materials, and budgets.

Assist the Dean as liaison to the Rhode Island community, businesses, government, and private organizations for new partnerships.

Coordinate all arrangements and publicity for URI Electronic Town Meetings.

Serve as College liaison to selected partnerships including, but not limited to, the Rhode Island Public Transit Authority, URI/CCE Alumni Association, Weiss Enterprises, Alpha Sigma Lambda National.

Coordinate, with other URI units when necessary, College functions and events including, but not limited to, January graduation, Hall of Honor, press conferences, media events, donor-scholar reception, special events and ceremonies.

Serve on the College Management Team as an ex-officio member of the College Community Advisory Board, as well as on other selected College and University committees.

Manage the College's scholarship program.

Develop long-range plans for community outreach programs and efforts to attract larger numbers of minorities and economically disadvantaged adult learners to CCE and the University.

Manage the College's donor cultivation and stewardship program in conjunction with the University's Advancement Division.

OTHER DUTIES AND RESPONSIBILITIES:

Provide appropriate liaison to selected units and offices at the University's main campus.

Perform other duties as required.

LICENSES, TOOLS AND EQUIPMENT:

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

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Master's degree required. Must have a minimum of two years of experience in continuing higher education administration. Must have significant experience in developing and implementing marketing and public relations events. Must have proven experience in relating to the business community and in managing volunteer groups. Must have media experience. The following are also required: excellent organizational, interpersonal and decision-making skills; ability to organize, coordinate and supervise support staff; ability to communicate effectively verbally and in writing, and to prepare and present detailed studies and reports, and to make recommendations concerning the substance of the studies and reports; ability to prepare and deliver oral presentations before small, medium and large groups of people.

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