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Position #: (NUNC).... (E)  
Developed by:.....JWP  
Reviewed by:PRC; LK; DLJ  
Approved by:.....LK  
Date:.....11/89; 03/19

**UNIVERSITY OF RHODE ISLAND**

**Position Description**

**TITLE:** Director, Office of Marine Programs  
**DIVISION:** Academic Affairs (Graduate School of Oceanography) (GSO)  
**REPORTS TO:** GSO Director of Administration  
**GRADE:** 15  
**SUPERVISES:** Professional and staff support

**BASIC FUNCTION:**

Work with the Dean's Office to lead the outreach, communications and marketing efforts for the University of Rhode Island's Graduate School of Oceanography.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Manage staff to accomplish the outreach, communication and marketing goals as determined by the Dean. Collaborate broadly with the Dean, senior staff, faculty, marine research scientists and students to achieve these objectives.

Coordinate efforts to address/educate multiple audiences in Rhode Island and worldwide, including the scientific community and decision makers, teachers and students, alumni, and the general public on ocean science issues & GSO activities.

Develop strategic plans to coordinate GSO's ocean science education and outreach activities in collaboration with Sea Grant, the Coastal Resources Center, the Inner Space Center and other relevant groups.

Supervise relevant GSO programs and events, including:

- 1) Narragansett Bay Classroom (NBC) - Oversee planning and professional staff support for the NBC including the Assistant Director and NBC Coordinator to provide support to Outreach Scientists (generally GSO Graduate Students). Oversee the development of programs and field trips for Rhode Island schools and youth groups, and an international summer camp program;
- 2) Annual Charles and Marie Fish Lecture in Oceanography - Identify and coordinate topical speakers, provide logistical support, develop marketing and advertisement to maximize attendance, and liaison with the Fish Family representative;
- 3) Rhode Island Teacher at Sea Program - Oversee program to offer RI teachers the opportunity to sail aboard the Research Vessel (R/V) Endeavor on cruises led by chief scientists from GSO and other institutions; and,

4) GSO Open House / "Endeavor Day", Friends of Oceanography events, and other outreach/fundraising events - Oversee the development and coordination of GSO-focused outreach and fundraising events.

Publications - Oversee and manage the planning, design, development and distribution of publications, newsletters, brochures, websites, social media, or other documents/communications to support attainment of GSO goals and objectives, including:

- 1) Content Creation - Develop, research, write, and edit articles, outreach materials, social media posts, and online content. Topics may include newly published research in scientific journals; commentary on topical issues; background information on GSO activities; profiles of researchers, students and other members of the GSO community;
- 2) Traditional Publications - Oversee the production of Onboard GSO magazine, the GSO Annual Report and other ad hoc brochures and marketing materials;
- 3) Website & Social Media - Manage the GSO website so that it accurately presents the organization and its work to the outside world in an exciting way; develop & implement a coordinated social media strategy in partnership with GSO entities; oversee "On the Waterfront" and other email communications.

Media Relations - Establish relationships with the local, regional and national news organizations to promote GSO activities.

**OTHER DUTIES AND RESPONSIBILITIES:**

Perform other duties as assigned.

**LICENSES, TOOLS AND EQUIPMENT:**

Personal computers, printers and word processing, graphic design/development programs, database management and spreadsheet software.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Master's degree; Minimum of five years of progressively responsible experience in leading and managing teams; Minimum of seven years combined experience designing/developing, marketing and executing education, outreach, and/or marketing programs; Demonstrated organizational skills; Demonstrated experience with word processing, spreadsheets and graphics; Demonstrated critical and creative thinking skills; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; and, Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Demonstrated experience in ocean science or marine environmental programs; Demonstrated experience working with scientists and journalists; Demonstrated experience working with educators and students; Demonstrated familiarity with presentation software (PowerPoint, Google Slides, Keynote, etc.); and, Demonstrated experience implementing digital media engagement strategies.

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