

Class Code:.....0519  
Position#:(PSA).....  
Developed by:.....LA  
Reviewed by:.....LK, SG  
Approved by:.....LK  
Date:.....1/11

UNIVERSITY OF RHODE ISLAND

Position Description

**TITLE:** Supervisor, New Media  
**DIVISION:** Advancement  
**REPORTS TO:** Director, New Media  
**GRADE:** 9  
**SUPERVISES:** Supervises technical staff and students

**BASIC FUNCTION:**

Assist the Director of Marketing & Communications and the Director of New Media in providing leadership and development of multi-media projects and in implementing plans for video components that enhance the University's brand.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Coordinate projects, shooting schedules, and the design of new projects with staff of Marketing and Communications Department. Supervise freelance and staff videographers and photographers.

Serve as producer for various long- and short-term projects, both video and web-based. Write scripts and schedule shoots.

As part of the Marketing and Communications Department, work to position the University as a top-tier institution. Participate in strategic planning process discussions, and serve as a team member on project-based tasks.

Oversee the development and management of "The Big Thinkers Studio," a broadcast facility with live capability allowing URI experts and visiting guests to be linked to state, regional, national and international media in real time. Connect staff with state, regional and national network contacts, and work with them to develop theme-based media pitches as news cycle warrants.

**OTHER DUTIES AND RESPONSIBILITIES:**

Schedule, assist and instruct staff and students in the use of "The Big Thinkers Studio."

Perform other duties as required.

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**LICENSES, TOOLS AND EQUIPMENT:**

Audiovisual production and playback equipment, projectors, cameras.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Bachelor's degree in communications and five years of professional experience in new media, or an associate's degree in communications and eight years of professional experience in new media; broadcast television experience, including writing, directing, producing, supervising and providing logistical support and management of production schedules; project management experience; strong oral and written communication skills and interpersonal skills.

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