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Developed by:TEP, SG; KR
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Approved by:RHL; LK
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UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Editor-in-Chief
DIVISION: President (External Relations and Communications)
REPORTS TO: Executive Director, External Relations and Communications
GRADE: 12
SUPERVISES: Clerical support staff; magazine contributing editors

BASIC FUNCTION:

Have overall responsibility for producing high-quality print and online versions of the University of Rhode Island Magazine from inception through delivery, including managing the production of three issues annually. Responsible for setting the editorial vision and voice for the publication, developing story leads, chairing the magazine's editorial committee, editing, proofreading, and fact-checking. Responsible for leading and implementing a full redesign of the magazine, including new name, page count, paper stock improvements, and publication frequency as needed.

Responsible for producing increased content to fill approximately one hundred ninety-two pages annually with up to sixty-four pages per issue. Participate in external review programs, including peer-institution critiques and regional, national and international award programs. Utilize knowledge of the University's constituencies to ensure the delivery of a publication that enhances stakeholders' understanding of the University's mission.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Organize and present story and content leads to the editorial committees. Guide story and content selection process.

Initiate contact with story subjects and assign freelance writers, photographers and illustrators. Oversee the work of contributing editors, art director, photographers, and designers.

Prepare and ensure timely adherence to production schedule for three annual issues of the magazine. Work closely with the Assistant Director for Design Services in planning and producing the magazine, and to assign in-house photographers and designers.

Obtain all photographic and artistic collateral for each issue from story subjects.

Coordinate print magazine and online version with the Online Editor and with the University's Web Communications team.

Develop social media strategies in consultation with other staff within Marketing and Communications to increase visibility not only of the magazine, but of other University communications as well.

Participate in budget planning and strategic planning, and create and oversee the magazine's annual budget.

Provide project management for magazine related initiatives including, but not limited to: writing specs, soliciting bids, and selecting vendors for the magazine.

Work with printing and mailing experts to develop pricing for different paper stocks and formats for the magazine and implement changes as appropriate.

Work with Advancement Services to obtain mailing list to be provided to print vendor. Oversee USPS mailing account for postage and ensure cost efficiencies. Remain knowledgeable of co-mailing, drop-shipping and other best practices for mail houses working with USPS.

Work with the Executive Director, the Alumni Relations Office, and the Foundation to develop and implement a new print production schedule that maximizes outreach efforts for communications and fundraising. Coordinate with Alumni Relations staff to develop Class Notes, advertising, major events and services featured in the magazine.

Collaborate with URI Foundation staff to include development content and special print extras, and work with prospect managers when developing stories on donors.

Work with Alumni Relations' business office to arrange payment for freelancers and related charges, and with URI and State of Rhode Island Purchasing Offices.

Perform periodic reader surveys to test reader reactions to the magazine content and design and implement changes accordingly.

Work with CASE and other survey tools, as well as independent market research firms, to measure reader engagement, determine the best format, publication frequency, paper stock and magazine content. Present results to university stakeholders as needed.

OTHER DUTIES AND RESPONSIBILITIES:

Occasionally write for the magazine, and perform other editorial jobs for the Office of Publications and Creative Services when requested.

Manage annual Research and Scholarship Photo Competition with editors of other URI magazines. Identify opportunities to distribute resulting collateral as appropriate.

Perform additional duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Macintosh hardware and word processing software, database management and spreadsheet software; digital printers, copy and fax machines.

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum of five years of demonstrated professional editing and writing experience (including demonstrated strong skills in grammar, spelling, punctuation, and editing conventions); Demonstrated experience seeking and developing stories for a periodical; Demonstrated experience bridging print, online and social media strategies to maximize communications; Demonstrated knowledge of offset printing; Demonstrated experience with Macintosh computers and software; Demonstrated experience managing and budgeting publications production; Demonstrated ability to handle multiple projects simultaneously and meet deadlines; Demonstrated supervisory experience; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated ability to collaborate with a variety of stakeholders (including, but not limited to: freelancers, graphic designers, story subjects, high-profile alumni, editorial committee members, Alumni Relations Executive Director and staff, and contributing editors); Demonstrated ability to work as part of a team; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Bachelor's degree in English, journalism, or communications; Minimum five years of demonstrated professional editing and writing experience (including demonstrated strong skills in grammar, spelling, punctuation, and editing conventions), in a publications department or in a news organization in a higher education setting; and, Demonstrated experience producing alumni communications and periodicals.

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