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Developed by:.....KM
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UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Director, Communications & Marketing
DIVISION: President's Office
REPORTS TO: Executive Director, External Relations & Communications
GRADE: 16
SUPERVISES: Professional, technical and other support staff

BASIC FUNCTION:

Develop and implement a comprehensive, strategic communications program to advance the image and reputation of the University of Rhode Island. Lead and direct a professional staff with roles in public relations, media relations, digital communication, print publications, creative design, content creation, social media, crisis communications and videography/photography.

Develop and execute communication strategies that support URI's overall goals for recruitment, alumni engagement, fundraising, research achievements, building advocacy for URI within the state, strengthening the University's regional, national and international profiles, and other priorities identified by the Executive Director, the President and in the transformational goals and the strategic academic plan. Responsible for University-wide internal and external communications, marketing and public relations activities from a centralized perspective to ensure coordination and integration of efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Supervise a team of experienced managers: Assistant Director, Communications; Assistant Director, Publications and Creative Services; Manager, Web Communications; Manager, Marketing & Advertising; and Supervisor, New Media.

Lead a University-wide **branding initiative** and be administratively responsible for the ongoing development and advancement of the University's brand position in the marketplace. Develop, implement, and manage a University-wide brand strategy that integrates marketing and communications across the institution. Responsible for collaborating to strengthen, align, and guide the University's overall and unit brands through strategic marketing activities and to ensure brand standards are maintained and consistent throughout the organization.

Advance an **integrated marketing and communications** approach that joins people and processes around a unified strategy for the entire University. Encourage an institutional culture around marketing from tactical to strategic, short-term to long-term, and from siloed to integrated.

Direct the activities of the Communicator's Network, a group of communication and marketing professionals across the institution, to maintain consistency of brand and institutional messaging and to maximize exposure for the University.

Oversee the evaluation and selection of external firms and consultants to assist the University in marketing, advertising and branding activities.

Expand and advance the University's web presence, a key marketing tool for the institution.

Expand the University's social media presence, through the development of Facebook, YouTube, Twitter accounts, and other platforms.

Provide oversight for internal communications to ensure that faculty, staff, students, and their families are kept informed of the University's goals, objectives, and progress.

Manage a **research-based approach** to marketing to identify key messages and audiences, outlets and effectiveness of strategies.

Plan, develop, and implement marketing, communications, digital and traditional strategies, while monitoring the success of these strategies.

Develop benchmark criteria and track and evaluate the effectiveness of communications and marketing programs on a regular basis.

Use data from perception studies, surveys and other research to inform communication efforts.

As a senior communications official, provide **public relations** counsel, serve a central role as a member of crisis management teams, assist in managing the communications plan during a crisis, and may assume the role of spokesperson for the University during a crisis.

Anticipate, prepare for, preempt, and mitigate issues with the potential to negatively impact the University's reputation.

Oversee issues-management and crisis communications plans and advise in the event of a crisis.

Manage a comprehensive **media relations** strategy and program at the local, state, national, and global levels encompassing print, broadcast, online and social media outlets. Engage with key media, both proactively and responsively.

Provide media training to University leaders and faculty.

Develop new media tools and tactics to more effectively reach journalists, writers, columnists to help tell the University's story.

Provide leadership in telling University stories, weaving them together to create a consistent, unified message in support of the URI brand to a broad range of targeted, diverse audiences.

Advise on and contribute to the editorial direction and content of the University magazine for alumni and friends.

Serve as a lead communications representative with General Obligation Bond Referenda campaigns, milestone anniversary celebrations, and other special projects.

Advocate for appropriate levels of support for personnel, operations, and space to achieve the University's communication goals.

Serve as a leader in developing policies, guidelines and protocols in areas related to communication.

Reinforce a culture of excellence, innovation, and creativity, one that is proactive and quick to mobilize around important issues facing the University at all levels.

Responsible for the communications and marketing budgets of the institution.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers and 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 Communications, Journalism, Marketing, Business Administration or related field; Minimum seven years of work experience in mass communications, public relations, media relations, marketing and/or branding; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated supervisory experience; Demonstrated ability to interpret institutional policies, plans, objectives, rules and regulations and communicate the interpretation to subordinates, stakeholders and other key audiences; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Advanced degree in Marketing or Communications or a related field; and, Demonstrated higher education experience.

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