

Class Code:..... 0766
Position #: (NUNC).....
Developed by:.....CK
Reviewed by:..... SG
Approved by:..... LK
Date:.....07/04

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Coordinator, University Summer Sessions Marketing
DIVISION: Academic Affairs (Office of the Provost)
REPORTS TO: Provost
GRADE: 12
SUPERVISES: N/A

BASIC FUNCTION:

To plan, implement and evaluate an aggressive strategic marketing program for the University's summer session.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Analyze, segment, and brand summer school as related to all relevant markets.

Continuously assess opportunities for new and innovative programs that respond to market need and include attractive curricular and co-curricular programs.

Design and market summer programs to all identified population segments, both internal and external to the University.

Develop a campaign to position and market summer school as a vital part of the academic plan.

Oversee the development of marketing and promotional materials for all relevant academic departments and programs, including, but not limited to, orientation, advising services and academic study support services.

Consult with college deans, department chairs, faculty, faculty advisors, staff, students, and alumni to determine appropriate courses and programs in both high demand and under-utilized areas of the curriculum to target for growth.

Evaluate past and current summer session data including student demographic information and course offerings for aggressive future planning.

Develop innovative ways of marketing summer opportunities (e.g., on-line courses).

Identify innovative programs for non-traditional students as well as high school and community college populations.

Provide general support for and assist in the development, delivery and assessment of summer programs, as needed.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned by the Provost.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers and printers; 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 marketing, communications, marketing research, business or other related fields; three years' demonstrated successful experience in marketing/strategic planning, developing, writing and designing marketing and promotional materials; work experience in a higher educational environment; excellent organizational, oral and written skills.
PREFERRED: Master's degree.

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