

Class Code:.....0773
Position#:(PSA)..
Developed by:.....LA
Reviewed by:.....SG
Approved by:.....
Date:.....04/07

UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Manager, Marketing/New Media Communications
DIVISION: University Advancement (Department of Communications)
REPORTS TO: Director, Communications
GRADE: 13
SUPERVISES: Technical and support staff

BASIC FUNCTION:

Assist the Director of Communications with the implementation and delivery of integrated marketing communications via the Web. Work with the University's Communications Office's team, the University's information technology unit, Web development and design staff, to support electronic communications and marketing functions.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Lead the development and expansion of the University's electronic communications outreach to various target audiences: those with whom the University already has a relationship, including students and faculty, alumni, legislators, opinion leaders, media, and the general public, as well as those the University seeks to recruit and cultivate.

Oversee the production of Web-based marketing and promotional campaigns, including the integration of podcasts, wikis, video streaming, and content management systems and other Web design/development technologies to support the University's communications strategy.

Recommend strategies for the development and design of new marketing/communications productions, and produce marketing copy.

Work collaboratively with other units in the Division of University Advancement and other University units in the creation of advertising concepts and promotional activities for recruitment, retention, alumni outreach, fundraising, and general image-building purposes.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as necessary.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers and printers; word processing and database management software; Web design software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Required: Bachelor's degree in marketing, business, communications or related field; minimum of five years of professional marketing experience; working knowledge of marketing research principles; previous experience in electronic communications program; experience at the enterprise level in leading the design and development of print and electronic marketing campaigns that include the use of podcasting, RSS feeds, content management system specification and implementation, corporate identity/brand design and marketing management, preferably at an institution of higher education; outstanding research, writing, editorial and listening abilities; strong interpersonal communication skills, with ability to convey complex subject matter clearly and accurately; demonstrated success in project management; understanding of Web design principles, including information organization and site navigation; working knowledge of the technology that supports multi-media products and programs; working knowledge of Website content management systems and Web technologies and video streaming; experience with HTML and Web design applications, XML and RSS; superior organizational skills, with demonstrated ability to balance multiple priorities; supervisory experience.

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