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Developed by:.....LA
Reviewed by:.....SG
Approved by:.....LK
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UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Director, New Media
DIVISION: University Advancement (Communications & Marketing)
REPORTS TO: Director, Communications & Marketing
GRADE: 15
SUPERVISES: Professional, technical and support staff

BASIC FUNCTION:

Manage and set creative and technical direction for the University website and other new media projects. Lead senior information technologists, Web designers, videographers, and agency representatives in the production of University-wide advertising and marketing campaigns. Assist the Director of Communications & Marketing with the implementation and delivery of University-wide integrated marketing communications via the Web and other new media. Work with the University's Communications and Marketing team, the University's information technology unit, and other units to support electronic communications and marketing functions. Analyze and use market research data to direct and manage the production of University advertising campaigns for television, print, and new media.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Under direction from University executives, utilize new media to project a consistent and compelling image of the University for recruitment, retention, outreach, public relations, and fundraising. Lead the production of print, Web, and video campaigns for measured business results.

Lead the development and expansion of the University's electronic communications outreach to various target audiences.

Oversee the production of the University's 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 and marketing strategy.

Serve as the primary point of contact for all academic and administrative departments on Web-related issues of site design and development, message strategy, and content creation.

Ensure that the URI brand remains consistent and professionally represented in all URI brand touch points across the University.

Recommend strategies for the development and design of new marketing/communications productions, and produce marketing copy. Set creative direction for the Web, new media and traditional advertising collateral.

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; statistical analysis packages.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Required: Bachelor's degree in journalism, marketing, business, communication, information technology, or related field; minimum of seven years of professional electronic marketing communications experience leading the design and development of print and electronic marketing; understanding of Web design principles, including information organization and site navigation; working knowledge of the technology that supports multi-media products and programs; experience with HTML and Web design applications; XHTML, CSS, PHP, JAVASCRIPT, and RSS programming languages; demonstrated use of productions that include the use of podcasting, RSS feeds, video and user-generated content; demonstrated experience in Web project management; corporate identity/brand design and marketing management experience; experience in content management system specification and implementation; outstanding research, writing, editorial and listening abilities; strong interpersonal communication skills, with ability to convey complex subject matter clearly and accurately; demonstrated ability to organize, coordinate and supervise support staff; demonstrated success in project management; ability to use market research to ensure a good match of creative concept to the market and audience;
Preferred: brand development and implementation experience at an institution of higher education; art direction experience in the production of video and/or the ability to produce and edit video.

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

