

Job Code:.....100892
Position #: (NUNC).. (E)
Developed by:.....LA
Reviewed by:LK
Approved by:.....LK
Date:.....01/16, 05/18

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Specialist, Public Information & Communications
DIVISION: President (Communications & Marketing)
REPORTS TO: Director of Communications & Marketing
GRADE: 12
SUPERVISES: Support staff, interns, student workers

BASIC FUNCTION:

Responsible for assisting the Director and Assistant Director of Communications and Marketing with public relations, communications, and marketing efforts aimed at keeping the University's constituencies informed about URI initiatives, successes, activities, and projects. Key responsibilities include developing and writing content for collateral materials including brochures, fact sheets, and press releases, and managing email outreach, both internally and externally to the broader University community of alumni, donors, parents, and friends.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Produce content for promotional materials related to University programs, initiatives, and media-related events.

Work with local, regional, and national print, broadcast, and web-based media outlets to generate interest and publicity for University campaigns and accomplishments.

Respond quickly to frequent media requests for expert resources, information, and general assistance.

Liaise with communications representatives from other colleges and organizations to support and promote joint announcements.

Coordinate web-based email platform scheduling and use.

Support special projects, as needed, and work with University communications team to strategize and enhance opportunities to promote URI and its entities.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as requested.

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 English, communications, journalism, marketing or related field; Minimum of seven years full-time employment in public relations, newspaper writing, reporting, editing, marketing or communications; Demonstrated skills and accomplishments in the areas of public information dissemination, public relations, and media placements; Demonstrated experience working with graphic designers, photographers, and printers in the creation of print materials; Demonstrated ability to handle multiple tasks in a fast-paced environment; Demonstrated experience working with web-based and other email platforms; Demonstrated experience in word processing; Demonstrated strong verbal and interpersonal communication skills; Demonstrated proficiency in written communication skills; Demonstrated supervisory experience; Demonstrated ability to interpret institutional policies, plans, objectives, rules and regulations and communicate that interpretation to others; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Demonstrated communications and/or media relations experience at an institution of higher education; Demonstrated experience in Web CMS; and, Demonstrated experience in word processing on a Macintosh.

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