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Developed by:JC
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UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Specialist, Coastal Resources Center (CRC)/Public
Information & Communications

DIVISION: Academic Affairs, Graduate School of Oceanography (GSO)

REPORTS TO: Assistant Director, CRC

GRADE: 12

SUPERVISES: Students, Interns

BASIC FUNCTION:

Serve as communications liaison for the CRC. Keep key stakeholders, including but not limited to: URI faculty and staff, donors, coastal and marine policy makers and practitioners, press agencies and other audiences updated on CRC projects, initiatives and milestones. Write and/or edit copy for the CRC website and other corporate outreach materials (fact sheets, brochures etc.) Write and/or edit program success stories, publications, news editorials and newsletters. Edit program proposals and technical reports. Advertise project meetings, promote events and update social media content on a daily basis. Lead the development of the center's annual report and prospectus. Enhance and manage CRC's marketing and branding functions. In conjunction with the GSO Development Officer, URI Foundation and CRC leadership, implement the center's fundraising strategy. Organize all CRC materials on website. Coordinate creation and production of CRC branded materials (videos, logos, letterhead, business cards, folders, envelopes, brochures etc.) Serve as mentor and liaison to field office staff in developing countries in regards to work plan communication deliverables. Develop and manage CRC communications policies.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Effectively communicate CRC's overall mission, vision and messaging to key audiences.

Work closely with public information staff at GSO and URI to ensure the messaging and branding is aligned with URI policy.

Manage all aspects of event advertising, promotion and public relations including, but not limited to: creating content for social media, creating Constant Contact marketing materials for events, writing and placing press releases at local, national and international levels, identifying forums at which CRC should have a presence and producing the appropriate promotional materials.

Author, edit and manage the production of a wide variety of publications for target audiences with the intent to both promote CRC's approach and strengthen CRC's identity as global player in coastal resilience.

Manage the creation, marketing, and distribution of CRC materials' logos, videos, stationary, advertisements, and publications.

Edit technical documents for publications in coastal management and environmental journals and magazines.

Work with project managers and in-country staff to establish and maintain proper branding and marketing of CRC corporate and project publications and documents, according to URI-CRC guidelines and donor specifications.

Assist in rolling out the center's fundraising strategy to a diverse financial base, including but not limited to: working with government and private agencies and foundations to match their funding interests with relevant CRC projects and initiatives as well as developing proposals targeted towards those funders, and managing the process leading to award.

Manage CRC libraries of visual, hard copy and electronic documents.

Collaborate with CRC MIS Specialist to develop efficient and organized infrastructure for these libraries.

Manage social media so that outreach efforts link back to CRC website.

Update CRC website with events and news and project developments.

Maintain CRC profile on Idealist.org.

Work with graphic design, printing and website design/programming vendors to develop professional and properly branded communications materials.

Maintain project photo archives on CRC server.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned by center directors.

LICENSES, TOOLS, EQUIPMENT:

Personal computer and related software, including, but not limited to: Microsoft Office Suite, Adobe InDesign and Pagemaker, Photoshop, Acrobat, Dropbox, website content management systems such as WordPress, Drupal, database management and spreadsheet software, as well as electronic event and newsletter software such as Campaign Monitor, RegOnline and Mailchimp.

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS

REQUIRED: Bachelor's degree; Minimum seven years of Communications experience; Demonstrated experience in editing of Public Information; Demonstrated experience in both fundraising and public relations; Minimum five years' experience working in a non-profit or educational organization in a public information/public relations capacity; Demonstrated ability to develop and implement communications strategies, including, but not limited to: identifying targeted audiences, implementing a marketing and dissemination plan, and measuring results of overall communications campaign; Demonstrated experience with computer technology (i.e.; equipment, software, website, internet); Demonstrated experience with social media and email marketing platforms (Twitter, Facebook, Mailchimp, Instagram, LinkedIn, etc.); Demonstrated experience with Microsoft Suite, WordPress, Adobe Pagemaker and Acrobat; Demonstrated ability to produce professional quality, camera-ready data and graphics; Demonstrated strong public speaking and facilitation skills; Demonstrated strong project management and organizational skills; Demonstrated ability to work well with University stakeholders, including but not limited to: technical and administrative staff, donors, news media, vendors, officials and other professionals; Demonstrated ability to provide creative approaches to communication challenges; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Master's degree; Demonstrated knowledge of either Environmental Management (marine affairs, marine science, natural resource science or management) or International Development; Demonstrated experience working with State and Federal government; Demonstrated experience working with both the private sector and public audiences; and, Demonstrated knowledge of both InDesign and 508 Compliance.

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