

Job Code:.....100922
Position#: (PSA) (E)..
Developed by:.....LA
Reviewed by:.....LK
Approved by:.....LK
Date:...01/14; 09/19

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Assistant Director, Communications

DIVISION: Communications & Community Relations (Communications & Marketing)

REPORTS TO: Director of Communications & Marketing

GRADE: 14

SUPERVISES: Professional Staff, Support staff, interns, student workers

BASIC FUNCTION:

Assist the director in communicating to internal and external constituents about major University initiatives, policies, student affairs, capital projects, academic college initiatives, and public safety, including police, fire, ambulance and emergency management issues. Work with the director in executing the crisis communications plan. Collaborate with the director and senior leadership to formulate messages in times of crisis and major changes in University policy. Along with the director, in the director's absence, and as needed, serve as a spokesperson for the University. Serve as an advisor to the director in communicating the University's position on major issues and on addressing departmental and personnel matters. In the director's absence, supervise staff, conduct staff meetings and represent the department in a variety of internal and external activities and meetings.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Serve as communications liaison for several academic colleges, and for the Department of Public Safety, including Campus Police, Emergency Management Office, and Parking Services. Work with the Division of Student Affairs, including Housing and Residential Life, Dining Services and Health Services, Division of Academic Affairs and Division of Administration and Finance, including Capital Projects, Business Services, Facilities Services and the Office of Budget and Financial Planning.

Advise University administrators, faculty, staff and students on communication issues relating to emergencies, crises and major policy initiatives. Provide guidance for framing internal and external messages for the media.

Craft statements for the media and the internal community relating to weather and other campus emergencies, major policy initiatives and decisions by top administrators and in the director's absence, manage such communication. Be available after hours to assist the Director, University officials, or others in a crisis situation.

Hire, train and supervise up to three for-credit and paid writing and media relations interns each semester. Work with students on developing and writing media releases and stories for use with external media and internal communications. Also, supervise student-produced videos and guide students in assigning and directing still photo shoots with the goal of teaching student interns to develop complete story packages that include print and Web stories, video and still photography. In addition, train students to develop effective media pitches. Meet with interns several times a week.

Represent the University in public forums, at stewardship events, and at press conferences, including on-camera interviews with local, regional and national media.

Work with news and communications personnel from other state colleges, non-profit organizations, private corporations, charitable foundations, federal and state political leaders and others in making joint announcements about programs, gifts, policies, or initiatives.

Write stories for URI's own online and print communications including the alumni magazine, Quad Angles; the University's online news; URI Today, and its internal/external newsletter, InAdvance. Serve on the editorial board of Quad Angles, advocating for stories that generate strong reader interest and are consistent with University priorities.

Develop and promote information about URI research, programs, and achievements through various media outlets. Generate and pitch stories about the University, its students, faculty, staff, alumni, and donors to local, regional, and national press.

Coordinate and produce press materials for all major University-wide events such as Commencement, Honors Colloquium and completion of major capital projects.

In order to meet reporters'/assignment editors' deadlines, respond quickly to frequent media requests for expert resources, information and assistance.

Advise faculty, staff and students on ways to make news; gather information for publicity purposes; determine news value of story ideas.

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, or marketing; Minimum of ten years of full-time employment in public relations, newspaper writing, reporting or editing, marketing or communications; Demonstrated skills and accomplishments in the areas of public information dissemination, public relations, and media placements; Demonstrated crisis communications and crisis management experience; Demonstrated strong verbal and interpersonal communication skills; Demonstrated proficiency in written communication skills; Demonstrated supervisory experience; Demonstrated ability to interpret and communicate institutional policies, plans, objectives, rules and regulations; Demonstrated proficiency in word processing; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Master's degree in English, communications, journalism or marketing; Demonstrated familiarity with federal and state emergency management procedures; Demonstrated communications and/or media relations experience at an institution of higher education; Demonstrated proficiency in word processing on a Macintosh; and, Demonstrated ability to use the Internet for research and communications.

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