

Class Code:.....1218-2017
Position #: (PSA)..... (E)
Developed by:.....CCM
Reviewed by:.....DLJ,LK
Approved by:.....LK
Date:.....05/17

**UNIVERSITY OF RHODE
ISLAND**

Position Description

TITLE: Coordinator, Health Communications
DIVISION: Academic Affairs (Academic Health Collaborative)
REPORTS TO: Director, Shared Services Office
GRADE: 12
SUPERVISES: Production assistants, writers and student help

BASIC FUNCTION:

Articulate, implement and execute integrated marketing and communications operations for the Academic Health Collaborative (AHC) and its three academic colleges: the Colleges of Health Sciences, Nursing and Pharmacy. Work with the AHC Executive Committee, Shared Services Office and External Relations and Communications to create and maintain a coordinated program of collaborative communications, including newsletters and annual reports, incorporating material from Alumni, Public Events, and Communications and Marketing, as well as a wide variety of targeted email communications.

Work collaboratively with External Relations and Communications to recommend, design and implement programs and strategies addressing the information needs of the AHC and manage communication, marketing and other projects. Plan, prepare and write newsletters, annual reports and other scheduled communications, as well as ad hoc outreach initiatives and program collateral materials. Coordinate special events. Liaise with the Department of External Relations and Communications and work collaboratively with Alumni Relations and the URI Foundation to develop a cohesive integrated alumni and community engagement program for the AHC.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Plan, execute and deliver internal communications to departments, faculty, and students within the collaborative.

Develop, research, write, and edit articles, outreach materials, social media posts, and online content, in collaboration with the Department of External Relations and Communications.

Coordinate deadlines and monitor schedules with External Relations and Communications personnel throughout all stages of print and electronic publications production.

Maintain a good working relationship with other University departments and units. Monitor workflow by effectively managing and organizing projects and staff to meet demands within available resources.

Assess Collaborative requests for new Web-based functionalities for cost, resource allocation, design interface, technical implementation, and scheduling requirements in consultation with the University's Web Communications Manager.

Oversee and direct timely release of social media (Twitter, Facebook, etc.) postings for College and AHC events and news.

Coordinate and assure timely delivery of collateral materials necessary for AHC academic programs, special events and general marketing.

Serve as the point person for photography assignments and for the development and creation of branded merchandise for the Collaborative.

Assist in the planning of conferences and seminars. Coordinate program outreach initiatives. Plan and coordinate special events.

Plan and coordinate all stages of annual report development, production and distribution for the health colleges and AHC.

Work closely with AHC development leadership to support fundraising and stewardship mandates.

Supervise and train staff (including students), and create a positive work environment that encourages the exchange of ideas.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers (Macintosh and PC), Microsoft office Suite; printers; word processing, database management and spreadsheet software; WordPress; Adobe Photoshop and InDesign.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum of five years' experience; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated

experience in creating communications; Demonstrated ability to write and edit high-quality copy for printed materials and electronic publications; Demonstrated ability to write user-friendly text for websites and other digital publications; Demonstrated experience creating and maintaining web pages and online content; Demonstrated knowledge of social media and its use to reach targeted audiences with segmented messages; Demonstrated ability to coordinate numerous and varied projects; and, Demonstrated ability to work with diverse groups /populations.

PREFERRED: Bachelor's degree or higher in communications and/or marketing; Demonstrated experience in science, medical, and/or health care communications; Demonstrated familiarity with WordPress content management systems; Demonstrated experience with Microsoft Office; Demonstrated experience with Adobe Photoshop and InDesign; and, Demonstrated experience in preparing grant proposals for federal funding agencies.

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