

Class Code:.....1230
Position #: (PSA). (E)
Developed by:..PG;TD
Reviewed by:.....DLJ
Approved by:.....LK
Date:.....05/16;04/17

University of Rhode Island
Position Description

TITLE: Specialist, Communications, New Media, and Events (George and Anne Ryan Institute for Neuroscience)

DIVISION: Academic Affairs

REPORTS TO: Assistant Director for Administration and Communications

GRADE: 12

SUPERVISES: Student workers, freelance professionals, interns

BASIC FUNCTION: Create engaging, appealing, and innovative programming and materials to advance the research, translational-science, and outreach work of this new and growing Institute which is seeking cures for neurodegenerative diseases. Work closely with the Department of External Relations and Communications to facilitate the production and distribution of a range of digital and print content including, but not limited to, profiles of scientists and their research, profiles of volunteers, partner agencies, philanthropists, and other Institute advocates. Analyze and interpret scientific publications for lay audiences. Projects will include both coordinating periodic print and email newsletters and topical updates, and, planning of seminar series, webinars, symposia, and social and outreach programs. Assist in the development of print and digital communications plans and strategies. Create and maintain web-based content. Monitor and post to the Institute's social media accounts in collaboration with the University's social media coordinator. Assist in supervising student employees and interns. This position reports to the Assistant Director for Administration and Communications and maintains a dotted line to the Department of External Relations and Communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Work with Institute staff and scientists and the Department of External Relations and Communications to develop and implement communication strategies and plans to support and advance the Institute's mission and vision as described at ryaninstitute.uri.edu/mission.

Work with Institute staff and scientists and the Department of External Relations and Communications to coordinate the planning, creation, writing, production, and distribution of Institute newsletters (printed and email).

Develop and plan a range of events to support the Institute's research and outreach efforts: seminars, symposia, webinars, speakers for lay audiences, community education events, social events, etc. Work with the Department of External Relations and Communications to market and publicize events.

Format, publish, and maintain pages and content on the Institute website (ryaninstitute.uri.edu) using the University's content management system (currently a customized WordPress system).

Develop, research, write, and edit articles, outreach materials, social media posts, and online content, in collaboration with the Department of External Relations and Communications. Topics may include newly published research in scientific journals; commentary on topical issues; background information on areas of the Institute's work; profiles of researchers, volunteers, donors, caregivers, patients, and others; and briefing materials for Institute and University leadership.

Build relationships with Institute-affiliated faculty, researchers, students, staff, volunteers, and others to discover and develop story ideas.

Edit and provide feedback on materials created by others for the Institute.

Assist in recruiting and mentoring interns, work-study employees, and graduate assistants for task-related support.

Act as liaison to outside partners (URI colleges, other universities, nonprofit agencies, etc.) and vendors (e.g. photographers, videographers, freelance writers).

Represent the Institute at community and scientific conferences and events, as needed.

Assist in the preparation of scientific grant proposals and fundraising materials, as needed.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers, word processing, WordPress, Microsoft Office, 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' communications experience; Demonstrated familiarity with scholarly scientific publications and ability to interpret them for technical and lay audiences; Demonstrated experience in creating communications programming and materials; Demonstrated experience in creating both research and outreach events; Demonstrated ability to write and edit high-quality copy for printed materials; Demonstrated ability to write user-friendly text for websites and other digital publications; Demonstrated experience creating and maintaining both web pages and online content; Demonstrated knowledge of social media and its use to reach targeted audiences with segmented messages; Demonstrated interpersonal and verbal communication skills; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Bachelor's and/or advanced degree in neuroscience, neurology, or related field; Demonstrated experience in science, medical, and/or

biotechnology communications; Demonstrated experience in higher education marketing and communications; Demonstrated familiarity with WordPress content management systems; Demonstrated experience in conceiving and producing video content; 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.**