

Job Code:.....101317
Position#:.. (NUNC) (E)...
Developed by:.....CB
Reviewed by:.....DLJ
Approved by:.....LK
Date:..... 09/18

THE UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Specialist, Admission Marketing and Communication
DIVISION: Academic Affairs (Admission)
REPORTS TO: Coordinator, Admission Marketing & Advertising
GRADE: 10
SUPERVISES: Student employees and clerical staff

BASIC FUNCTION:

Responsible for providing support in the areas of communication and marketing for the Office of Admission. Assist with inquiry fulfillment, as well as the development and execution of print and electronic communication campaigns, including, but not limited to, copy creation and content generation.

ESSEENTIAL DUTIES AND RESPONSIBILITIES:

Assist in the design and creation of recruitment communication materials (digital and print) for undergraduate admission. Work collaboratively with academic departments/units. Identify students for publications and write corresponding profiles.

Support the development and execution of comprehensive strategic communication and marketing plans. Develop, implement, and manage communication calendar in conjunction with the Coordinator, Admission Marketing & Advertising.

Assist with web presence and content updates, including profiles and campaigns on various third-party and social media platforms.

Responsible for regular Counselor-of-the-Day coverage and presentations at information sessions, on an as needed basis. Assist as needed with projects/assignments related to all facets of campus visits and events.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Computers, printers; database management and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

Position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum of three years of professional writing experience; Demonstrated project management/coordination skills; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated ability to edit, produce error free copy, be accurate with grammar and spelling, and use best practices related to written text; Demonstrated ability to prepare and deliver oral presentations; Demonstrated ability to meet deadlines and balance competing priorities; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Master's degree; Demonstrated experience working in the field of college admission; Demonstrated experience working with a content management system; Demonstrated experience working with a marketing automation platform; and, Demonstrated experience working with Slate (CRM).

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