

**Job Code:.....101404**  
**Position #: ( PSA) (E)**  
**Developed by: KM**  
**Reviewed by: DLJ,LK**  
**Approved by:.....LK**  
**Date:.....09/19**

**UNIVERSITY OF RHODE ISLAND**  
**Position Description**

**TITLE:** Assistant Director, Brand Marketing and Advertising

**DIVISION:** Office of the President

**REPORTS TO:** Director of Communications and Marketing

**GRADE:** 14

**SUPERVISES:** Professional, technical and other support staff

**BASIC FUNCTION:**

Assist the Director of Communications and Marketing in developing the strategic marketing and communications plan and all brand marketing and advertising initiatives for the University of Rhode Island. Identify marketing challenges and opportunities, and recommend strategies for marketing University-wide efforts that serve to enhance and strengthen the reputation of the University among its internal and external stakeholders.

Serve as a member of the marketing and communications team and share leadership with cross-functional team members in web communications, content strategy, public relations, creative services and publications, and media relations.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**In support of Brand,** Assist the Director of Communications and Marketing to ensure brand integrity and consistent usage of the brand across the University of Rhode Island including; the brand identity, promise, positioning, voice, attributes and logo and tagline management in all marketing materials.

Strengthen consistent branding and alignment of the organization by creating brand and marketing presentations, budget request meetings and ROI presentations including but not limited to the following audiences on a regular basis: The President's Office, Senior leadership team, Enrollment and admissions leaders, Communications and marketing leaders and peers in the URI community, and, Deans and leaders of colleges

Serve as lead branding and marketing adviser for all academic units and colleges with first priority to Office of Enrollment Management and Office of Admission. Create custom brand marketing plans for colleges and entities.

Ensure all colleges and entities are supporting the brand and university goals in visuals and voice on marketing materials including website, advertising, social media, emails, brochures, banners, giveaways, and other marketing materials.

Identify new and exciting ways to reach out and promote the University's brand position to key audiences, capitalizing on recent and ongoing market research.

Assist Director in development of brand perception study including year over year comparisons and updating key brand attributes when research is complete. Additional research projects include: creative testing, and other marketing research activities

Manage research agreements and partners.

**In the area of Marketing and Advertising,** Lead development of strategy and execution of fully integrated marketing and advertising campaigns including recruitment and image-building activities.

Create integrated marketing plans that employ the following creative tactics as they apply: television spots, OOH (billboard), radio, Google Search, digital video, digital audio, horizontal and vertical video, email, brochures, swag, postcards, and more on trend.

Develop creative briefs for advertising campaigns to provide direction for creative development agencies and media agencies.

Serve as lead to media agencies on buys for the University overall and for its colleges and entities. Provide leadership and direction on traditional and digital media buys and recommendations for improved engagement and ROI performance and optimization.

Lead cross-functional team of communications and creative specialists in the development of marketing content and advertising campaigns.

Lead creative direction at all video and photography shoots to ensure a match with the creative brief and concept. Write marketing copy for both print and digital advertising.

Work closely with licensing department and vendors to ensure proper branding with current licensed vendors for marketing materials and giveaways.

Partner with admission and enrollment management on national and global recruitment efforts.

Work with department's budget analyst and purchasing department on bidding process for various marketing activities such as videographers, photographers, licensing, advertising and media.

**In the area of Social Media and Public Relations,** Supervise the strategic development and management of official University social media platforms to ensure quality and maximum exposure in the marketplace.

Manage social media coordinator.

Identify new social media platforms, content and tactics to remain current in the marketplace and up to date with trends.

Continue to identify and provide solutions for posts that may cause concern as it relates to public relations, crisis communication or dissatisfied members of the URI community.

Identify best practices for collecting and evaluating social media data to improve engagement and advertising opportunities.

**In the area of Special Projects,** At the discretion of the Director of Communications and Marketing, assist with marketing activities of special projects, i.e., university anniversaries, bond referenda, TEDxURI events.

**In the areas of Budgets and Approval,** Manage budget allocation for marketing and advertising campaigns as requested by Director of Marketing and Communications.

Manage media buy approvals from all media buying activities throughout the university.

**OTHER DUTIES AND RESPONSIBILITIES:**

Perform additional duties as assigned.

**LICENSES, TOOLS, AND EQUIPMENT:**

Personal computers and printers; 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 marketing, communications, business, or related field; Minimum of seven years of full-time employment in marketing and communications; Demonstrated experience developing integrated marketing plans; Demonstrated experience with brand management; Demonstrated experience with marketing analytics and ROI analysis; Demonstrated experience with market research; Demonstrated experience in the creative development of advertising concepts; Demonstrated strong interpersonal and verbal communications skills; Demonstrated proficiency in written communication skills; Demonstrated ability to work collaboratively; Demonstrated ability to work independently as well as within a team; Demonstrated supervisory experience; and, Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Demonstrated experience managing agency relationships specifically, but not limited to, media buying and creative services agencies; and Demonstrated social media experience.

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