

**Job Code: ..... 101447**  
**Position #: (PSA).....(E)**  
**Developed by: ... ..EE**  
**Reviewed by: . . . . DLJ**  
**Approved by: ..... LK**  
**Date: . . . . . 05/2021**

**UNIVERSITY OF RHODE ISLAND**  
**JOB DESCRIPTION**

**TITLE:** Coordinator, Parent and Family Member Outreach

**DIVISION:** Academic Affairs (Undergraduate Admission)

**REPORTS TO:** Associate Director, Campus Visit Experience & Welcome Center

**GRADE:** 9

**SUPERVISES:** Clerical support staff & students

**BASIC FUNCTION:**

Support the Office of Admission's yield efforts including the management of parent/family member social media.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Manage the University Official "University of Rhode Island Class of 2025 (Official Parents Page)".

Connect with Campus Partners to inform them of questions and concerns stated about their area.

Initiate individual conversations with families that have specific/concerning posts.

Serve as the point of contact campus partners to share information with the page.

Monitor the pages conversation and shut down comments when no longer productive.

Manage the group membership to ensure that members are connected to an admitted student at the University of Rhode Island.

Create posts to showcase the amazing opportunities available at the University of Rhode Island.

Coordinate with the Office of Admission Communication and Marketing Team to post content that supports their communication plan.

Advertise yield events to page members.

Oversee all live Facebook events and collaborate with the Campus Visit Experience Team for content.

Work with the campus ambassadors' groups to provide current student perspective to the page.

Assist with yield events with the audience of parents and family members.

Track themes through months/seasons to be prepared for the next yield season to pre-emptively post.

**OTHER DUTIES AND RESPONSIBILITIES:**

Perform additional duties as required.

**LICENSES, TOOLS AND EQUIPMENT:**

Printers; database software; social media platforms; Microsoft Office; computer workstation equipment.

**ENVIRONMENTAL CONDITIONS:**

The incumbent is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

**REQUIRED:** Bachelor's degree; Demonstrated strong verbal and interpersonal communication skills; Demonstrated proficiency with written communication skills; Demonstrated organizational skills; Demonstrated ability to prepare and deliver oral presentations; Demonstrated ability to use Microsoft Office Suite and G Suite as well as social media platforms (Facebook and Instagram); Demonstrated higher education experience in a college or university setting; and, Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Demonstrated familiarity with the undergraduate programs at URI.

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