

Job Code:..... 101525
Position #: (PSA).. (E)
Developed by: JR
Reviewed by:..... DLJ; LK
Approved by: LK
Date:12/21; 1/24/22

UNIVERSITY OF RHODEISLAND
Position Description

TITLE: Coordinator, Communications

DIVISION: Academic Affairs (Arts & Sciences/Environment & Life Sciences)

REPORTS TO: Dean, Arts & Sciences

GRADE: 11

SUPERVISES: Graduate Assistants; Undergraduate students; Interns

BASIC FUNCTION:

Serve as communications liaison for the College of Arts and Sciences (A&S; 75%) and College of Environment and Life Sciences (CELS; 25%). Key responsibilities include developing and writing content for college websites, brochures, fact sheets, newsletters, and other outreach and program collateral materials. Communicate both internally to A&S, CELS, the URI community, and to the broader University community of alumni, donors, parents, and friends. Plan, prepare and write newsletters, annual reports and other scheduled communications, as well coordinate press releases with the Media Team in External Relations & Communications. Manage social media outreach on a daily basis. Promote college events across platforms. Lead the development of the college annual reports. Coordinate creation and production of A&S and CELS materials (videos, logos, brochures, annual reports.) Work collaboratively with External Relations and Communications to recommend, design, and implement programs and strategies addressing the information needs of A&S and CELS. Coordinate with the Foundation and Alumni Engagement to develop a cohesive integrated alumni and community engagement communications plan for A&S and CELS.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Effectively communicate College's overall mission, vision and messaging to key audiences.

Plan, execute and deliver internal communications to departments, faculty, and students, consistent with URI brand standards.

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

Update College websites with events and news and project developments. Work with the Web Team in the Department of External Relations and Communications in meeting web content standards.

Coordinate deadlines and monitor schedules with Publications & Creative Services team in External Relations and Communications 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 College 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.

Assess College requests for new Web-based functionalities for cost, resource allocation, design interface, technical implementation, and scheduling requirements in meeting web content standards and functional needs.

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

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

Serve as the point person for photography and video assignments.

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

Work closely with College's development leadership to support fundraising and stewardship mandates.

Supervise and train graduate and undergraduate help and interns. 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 computer and related software, including, but not limited to: Microsoft Office Suite, Adobe Photoshop, InDesign, Acrobat, Dropbox, website content management systems such as WordPress, database management and spreadsheet software, as well as electronic event and newsletter software such as iModules and Mailchimp.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum of four years' experience in marketing, public relations, communications, writing, reporting, and/or editing; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated ability to write and edit error free copy for printed materials and digital 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: Demonstrated marketing and communications and/or media relations experience at an institution of higher education; Demonstrated familiarity with WordPress content management systems; and, Demonstrated experience with Microsoft Office Suite.

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