

Job Code: 101532
Position #: (PSA) (E)
Developed by: SM, KM
Reviewed by: DLJ
Approved by: ...LK
Date: 2/22; 3/11/2022

**University of Rhode Island
Position Description**

TITLE: Specialist, Metcalf Institute Communications

DIVISION: Academic Affairs (CELS)

REPORTS To: Executive Director, Metcalf Institute

GRADE: 9

SUPERVISES: Student workers, interns

BASIC FUNCTION:

Manage all aspects of communications for Metcalf Institute to engage its audiences and partners and to sustain and elevate the profile of the Institute. Responsible for promoting and recruiting for Institute activities through strategic, inclusive communications across all forms of media, publicity coordination across multiple initiatives, and relationship-building activities with the Institute's many constituencies, including journalists, scientists, science communicators, alumni, and donors. Collaborate closely with the Institute's entire professional team.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Co-develop and implement a communications plan to strategically elevate Metcalf Institute's profile. Engage the Institute's networks, nationally and internationally.

Contribute to a collegial and collaborative work environment where the values of justice, equity, inclusion, and accessibility are central to the mission.

Develop and manage digital strategy and social media engagement. Develop website content and track impacts.

Develop and distribute press releases and email marketing. Coordinate production of quarterly print newsletter, annual report, and possible audio/video content.

Ensure cohesive visual and brand identity across Metcalf Institute's platforms. Provide analysis of and recommendations for effective and consistent communications activities.

Represent Metcalf Institute at relevant conferences with occasional travel.

Utilize marketing, digital asset management and data management tools (iContact, Cision, Portfolio).

Assign and supervise URI student assistants' work related to social media, website content, data management, and other tasks as needed.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional duties as needed.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; word processing, database management, social media. MS Office, Google Workspace, Adobe Acrobat, Wordpress.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum of three years of professional experience in media relations, public relations, communications or related field; Demonstrated experience and dedication to integrating issues of inclusion, equity, social justice and accessibility in your work; Demonstrated ability to work with diverse groups/populations; Demonstrated storytelling and writing experience; Demonstrated ability to deliver creative content; Demonstrated organizational skills and attention to detail; Demonstrated ability to prioritize multiple projects on competing deadlines; Demonstrated experience with developing, applying, and/or revising a communications plan; Demonstrated ability to work independently and as a member of a team; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated experience with social media platforms, marketing and publicity tools; and, Demonstrated computer experience (i.e., MS Office, Google Workspace, Adobe Acrobat.)

PREFERRED: Bachelor's degree in communications, journalism, or related field; Demonstrated experience with website content management; Demonstrated experience with WordPress; Demonstrated multimedia and design experience (photography, videography, and graphic design);

Demonstrated experience in branding and marketing strategy; Demonstrated experience with evaluation of communication activities; and, Demonstrated experience in project management.

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