

Job Code:...101590
Position#: (PSA) (E)
Developed by:.....PH
Reviewed by:.....DLJ
Approved by:.....LK
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UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Coordinator, Digital Communications (GSO)
DIVISION: Academic Affairs (Graduate School of Oceanography) (GSO)
REPORTS TO: Director, Office of Marine Programs (GSO)
GRADE: 10
SUPERVISES: N/A

BASIC FUNCTION:

Work with the Director, GSO Public Engagement to advance the Office's role in administering communications and engagement efforts for the University of Rhode Island's Graduate School of Oceanography. Lead, sustain, and grow the School's website, social media presence, and other digital products. Collaborate with units across GSO and the Narragansett Bay Campus to develop engaging stories, coordinate digital products and messaging, and find ways to engage new and diverse audiences. Create content for public engagement, GSO promotion, student recruitment, alumni outreach, and fundraising.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Develop and implement social media strategies to engage targeted audiences across GSO social media channels.

Manage website content development, publishing, and maintenance. Work with the Web Team in the Department of Communications and Marketing in meeting web content standards. Work with the Department of Communications and Marketing to meet Brand, marketing, social media, and web content standards.

Write and edit content for the GSO website, email newsletters, social media platforms and printed publications.

Plan, coordinate and create content including but not limited to articles, videos, web pages, podcasts, shareable images, etc.

Develop and maintain key performance metrics to chart the progress of digital media efforts on a monthly basis.

Manage digital content calendar.

Independently develop GSO content and stories in addition to those assigned by the Director.

Monitor editorial content on social media platforms and track online activity on a continuing basis to assess audience attitudes and identify emerging issues that drive conversations.

Collaborate and coordinate with GSO units and University departments in digital content development and maintenance.

Provide guidance to GSO faculty, staff, students, and units on the use of best practices in social media and digital content development.

Optimize SEO for GSO website and digital platforms.

Maintain a high level of understanding of current developments in the assigned areas of responsibility and anticipate future needs.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned.

LICENES, TOOLS, AND EQUIPMENT:

Web publishing; web analytics; Google Workspace; MS Office; image editing software; Facebook, Twitter, YouTube, Instagram, LinkedIn, WordPress, email marketing (e.g., Mailchimp, iModules).

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree in communication studies, advertising, marketing, public relations, journalism, writing, digital media production or related field; Minimum three years digital content production and content management experience; Demonstrated strong verbal and interpersonal communication skills; Demonstrated proficiency in written communications skills; Demonstrated ability to work with diverse groups/populations; Demonstrated experience in Web writing and content development; Demonstrated experience developing and implementing social media campaigns; Demonstrated experience with social media publishing

platforms; Demonstrated experience with content management systems (including WordPress); Demonstrated experience using analytics to measure effectiveness; Demonstrated experience in multimedia creation; Demonstrated experience in developing content in collaboration with a diverse set of teams.

PREFERRED: Demonstrated experience implementing search engine optimization (SEO) strategies; Demonstrated experience implementing digital accessibility standards; Demonstrated experience with budgeting and effective resource allocation; and, Demonstrated familiarity with ocean science and/or policy.

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