

Class Code:.....0591
Position #:(NUNC)...8496
Developed by:.....
Reviewed by:.....
Approved by:.....
Date:.....3/91; 8/01

UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Director, Communications & Marketing
DIVISION: University Advancement
REPORTS TO: Vice President, University Advancement
GRADE: 15
SUPERVISES: Professional, technical and other support staff

BASIC FUNCTION:

Administer the information, and public relations efforts of the University, including the management of internal and external communications programs for administrators, faculty members, staff and student groups.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Design and implement programs and strategies addressing the public relations and information needs and problems of the University.

Supervise the planning, preparation, writing, production and distribution of all news releases, tapes, announcements, films, features and any other information going to the broadcast and print media, and internal and external groups.

Maintain liaison with broadcast and print media personnel.

Supervise the publication of The Pacer and initiate other necessary activities for internal communications with various constituencies.

Supervise the maintenance of centralized biographical and informational files and records on the major University operations, events, activities and programs.

Assist in developing themes used in advertising campaigns carried out for various University activities.

Administer the departmental budgets in keeping with established University policies.

OTHER DUTIES AND RESPONSIBILITIES:

Manage all information and public relations functions for the Division in the absence of the assistant vice president.

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Develop and manage related communications projects and activities as assigned.

Perform other duties as assigned

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers and word processing, database management and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Bachelor's degree in Communications or related field required; an advanced degree in Communications or a related field preferred. Three or more years of work experience in mass communications, public relations and government relations required. Higher education administrative experience preferred. This position requires that the incumbent possess the ability to communicate effectively orally and in writing and be able to organize, coordinate and supervise support staff. Must be able to interpret institution policies, plans, objectives, rules and regulations and communicate the interpretation to subordinates and others. Must be able to prepare and present detailed studies and reports to include recommendations concerning the substance of the studies and reports. Must possess strong interpersonal skills and be able to prepare and deliver oral presentations before small, medium and large groups of people. Incumbent must possess the ability to speak effectively before faculty and administrative staff members on assigned work and related subjects.

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