



**RHODE ISLAND COLLEGE
JOB DESCRIPTION**

Position classification: NUNC
Date created or revised: 9/26/2022
Exempt/Non-Exempt Status: Exempt
Responsible individual: Yes
Campus Security Authority: No

Title: Associate Director of Communications
Status: Full-time, 35 Hours/Week (May include evenings, holidays or weekends depending on deadline requirements; special events or emergency situations)
Grade: 13
Union Affiliation: NUNC (Non-Union/Non-Classified)
Reports To: President

PRIMARY PURPOSE:

Under the direction and supervision of the President, the Associate Director of Communications is responsible for the public relations and communication efforts of Rhode Island College. Responsibilities include the coordination and dissemination of public information, news, and promotional activities of the College to media outlets, community groups, and college constituencies, both internal and external. Collaborates closely with the Office of Communications and Marketing.

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

- Coordinate, and disseminate news, public information, and promotional activities emphasizing the college's strategic priorities and accomplishments.
- Coordinate materials to publicize events and programs for campus clients, including press releases, ad copy and supporting materials.
- Work closely with campus and community constituents to plan and coordinate the promotion of all college news and activities.
- Organize and coordinate the college's public information and public relations functions by preparing press releases for dissemination to various media outlets including print, broadcast, and online.
- Provide responses to media inquiries for information and initiate regular, personal contact with news media professionals.
- Maintain a directory of faculty/staff experts for use primarily by news media, but also for use by local government, grassroots organizations, businesses and others in search of resources/experts.
- Provide information and prepare and assist members of the College administration with regard to external inquiries.
- Advise, brief, and prepare responses to media outlets as needed.
- Prepare speeches, presentations or comments for senior administrators as needed.
- Serve as spokesperson and/or communications liaison for Rhode Island College.
- Assist with emergency management communications.

Occasional Job Functions:

Perform other duties as assigned by the President.

REQUIRED QUALIFICATION STANDARDS:

Education:

Bachelor's Degree in English, journalism, communications, or a related discipline.

Experience:

Minimum of five years of experience as a news writer/editor or information officer, or related field.

Required Skills, Knowledge and Abilities:

- Excellent writing, editing, and verbal communication skills.
- Ability to communicate with media and other off-site individuals or groups in emergency situations.
- Extensive knowledge and experience in news reporting, public information dissemination, and public relations.
- Ability to communicate effectively with internal and external audiences of diverse backgrounds.
- Possess effective project management skills that may involve the coordination of resources.
- Computer literate (i.e. Microsoft Office programs, e-mail, and the internet).

PREFERRED:

- Master's Degree.
- Experience in higher education, external news media and large organizations.
- Bilingual in English / Spanish (fluent in speaking and writing).

ENVIRONMENTAL CONDITIONS:

The employee may be exposed to known adverse weather or other environmental conditions.

The College requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.

As an Affirmative Action/Equal Opportunity institution that values and is committed to inclusion and expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.