



RHODE ISLAND COLLEGE JOB DESCRIPTION

Position classification: NUNC Date created or revised: 9/19/2022 Exempt/Non-Exempt Status: Exempt Responsible individual: Yes Campus Security Authority: No

Title: Executive Director of External Relations and Communications
Status: Full-time, 35 Hours/Week (May include evenings, holidays or weekends depending on deadline requirements; special events or emergency situations)
Grade: 18
Union Affiliation: NUNC (Non-Union/Non-Classified)
Reports To: Vice President, Advancement and College Relations

PRIMARY PURPOSE:

The Executive Director of External Relations and Communications leads and executes the college's brand strategy and comprehensive marketing and communications programs in order to strengthen the local, regional and even national profile of Rhode Island College.

The Executive Director of External Relations and Communications leads and supervises staff with roles in crisis communication, digital communication, media relations, multimedia design, photography/videography, print communication, publications, public relations, social media, and web communications.

The Executive Director of External Relations and Communications develops and implements strategies that serve as a catalyst for increasing the achieving the college's goals for alumni and donor engagement, undergraduate and graduate enrollment, and statewide advocacy to support the college's strategic goals and priorities. In addition to external communications, the Executive Director of External Relations and Communications is also responsible for the coordination and integration of internal college-wide communications within a centralized structure.

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

Supervision and Management

- Directly supervises the director of web communications; assistant director, communications and marketing; manager, marketing; graphic designers and photographer/videographer.
- Sets schedules, assigns tasks and evaluates performance of assigned staff.

Brand Strategy

- Leads the college's branding initiatives and has responsibility for advancement of the college's brand position in the marketplace.
- Develops, implements and manages a college-wide brand strategy that integrates marketing and communications across the college.
- Works collaboratively with campus partners to strengthen and align divisional and departmental goals with the college's overall brand strategy to move from a siloed approach to communications to one that ensures that all efforts integrated and brand standards are maintained and consistent throughout the institution.

- Ensures that the RI College brand remains consistent and professionally represented in all RI College brand touch points across the College.
- Directs the activities of Anchor Media Group, a group of multimedia communications professionals across the campus, in order to maintain consistency of brand and institutional messaging.
- Oversees the evaluation and selection of external firms and consultants to assist the university in its marketing, advertising and branding initiatives.
- Uses all appropriate metrics to benchmark, monitor and evaluate the effectiveness of the college's brand strategies on a regular basis.
- Uses data from perception studies, surveys and other research to inform brand strategy.

Web Communications

- Expands and advances the college's web presence.
- Oversees the evaluation and selection of external firms and consultants to assist the university in its website initiatives.

College Communications Generally

- Guide the development and maintenance of multimedia content for deployment on the college's social media channels, website and vehicles for digital communication
- Oversee the development of multimedia user content and experiences through compelling digital communications to positively influence enrollment and constituent engagement
- Plans, develops, and implements marketing, communications, digital and traditional strategies, while monitoring and evaluating the effectiveness of these strategies.
- Develops and assesses internal communication processes and initiates appropriate changes as needed.
- Plans and implements creative college advertising that includes the development of themes, identifying target audiences and selecting appropriate media outlets.
- Expands the college's social media presence through development of college's presence on key social media platforms.
- Provides oversight for internal communications to ensure that the campus community remains informed of the college's strategic goals and priorities.
- Develops, refines and implements a comprehensive marketing program for the college, using market research techniques to assess community and student needs.
- Supervises preparation, design and the production of appropriate flyers, brochures, booklets, catalogues and posters
- Develops a comprehensive news media communications program that focuses on access and accuracy and maintains personal contact with news media professionals through visits, phone calls, and correspondence.
- Works with college faculty, staff, and students, to develop and implement promotion and publicity programs for college events and activities, including soliciting free publicity in various media, development of effective paid advertising.
- Evaluates the news worthiness of college events and activities and ensures effective promotion of it.
- Assists in developing themes used in advertising campaigns carried out for various college activities.

- Directs the preparation, review and production of the college's print publications, news releases and other internal and external communications.
- Under direction from college executives, utilizes new media to project a consistent and compelling image of the college for recruitment, retention, outreach, public relations, and fundraising.
- Leads the development and expansion of the college's electronic communications outreach to various target audiences.
- Supervises the planning, preparation, and writing. Production and distribution of all news releases, announcements, video features, and any other information going to the broadcast and print media, and internal and external groups.
- Provides editorial direction for the college's publications, including the college magazine.

Public Relations

- Manages a comprehensive media relations strategy that includes development of tools and tactics to more effectively reach journalists, writers and columnists to help tell the college's story.
- Provide leadership in telling the college's story in a compelling way to a broad range of targeted, diverse audiences.
- Engages with key media both proactively and responsively.
- Provides media training to college leaders and faculty
- Maintains record of press contacts and news relate distributions.
- Coordinates press conferences.
- Maintains working relationship with local, regional and national media outlets.
- Assists journalists in covering campus news by providing appropriate and timely information, arranging for interviews when necessary and responding to requests for information and access.
- Coordinates with the chief of campus police on authorized communications

Crisis Communications

- Works collaboratively with the Department of Public Safety in the development and execution of protocols relates to communication in the event of emergencies and inclement weather.
- Provides public relations counsel and assists in managing the communications plan during a crisis and may assume the role of spokesperson for the University during a crisis.
- Anticipate, prepare for, preempt and mitigate issues with the potential to negatively impact the college's reputation.
- Coordinated media and news releases during crisis situations
- Prepares and distributes college crisis communications

Administrative Duties

- Supervises the maintenance of centralized biographical and informational files and records on the major operations, events, activities and programs.
- Administers the departmental budgets in keeping with established college policies.
- Monitors and reviews projects to ensure that all deadlines are met and that the end product meets quality standards.
- Forecasts operating requirements prepares budget requests, monitors and approves expenses and initiates budget changes.

- Serves as a college representative to various community groups and chairs and/or serves as a member of college committees.
- Develops policies and protocols related to brand strategy, crisis communication, digital communication, media relations, multimedia design, photography/videography, print communication, publications, public relations, social media, and web communications.
- Work collaboratively with others and provide quality customer service in a diverse and inclusive environment.

Occasional Job Functions:

Perform other duties as assigned by the Vice President of Advancement and College Relations.

REQUIRED QUALIFICATION STANDARDS:

Education:

Bachelor's degree in Marketing or Communications or related field.

Experience:

Five or more years of work experience in mass communications, public relations or government relations.

Required Skills, Knowledge and Abilities:

- Exposure to PR campaigns and brand messaging.
- Experience with web communications, particularly with web content accessibility guidelines.
- Experience creating digital/multimedia content, including storyboarding, scripting and content editing.
- Experience with paid social/digital, including Facebook, Twitter, Instagram and YouTube paid advertising.
- Demonstrated experience with leveraging visual styles and branding.
- Strong analytical skills, capable of analyzing and making recommendations regarding digital performance data.
- Ability to communicate effectively orally and in writing.
- Ability to communicate with media and other off-site individuals or groups in emergency situations.
- Ability to organize, coordinate and supervise professional and support staff.
- Ability to interpret institution policies, plans, objectives, rules and regulations and communicate the interpretation to subordinates and others.
- Ability to prepare and present detailed studies and reports to include recommendations concerning the substance of the studies and reports.
- Possess strong interpersonal skills and be able to prepare and deliver oral presentations before small, medium and large groups of people.
- Ability to speak effectively before faculty and administrative staff members on assigned work and related subjects.
- Knowledge of social media tools and technologies.
- Demonstrated knowledge of user experience and digital content development in higher education.

- Demonstrated professional experience with Adobe Creative Suite and/or similar applications, including, but not limited to: Photoshop, Illustrator, Premiere and/or After Effects.

PREFERRED:

- Prior higher education experience is preferred.
- Advanced degree in in marketing, communications, or a related discipline.

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 which 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.