



COMMUNITY COLLEGE  
OF RHODE ISLAND

Office of Human Resources

**POSITION DESCRIPTION**

<b>POSITION:</b>	Public Relations Officer
<b>DEPARTMENT:</b>	Marketing and Communications
<b>REPORTS TO:</b>	Director-Marketing, Communications and Publications
<b>GRADE:</b>	CCRIPSA 12
<b>WORK SCHEDULE:</b>	Non-standard, 35 hours per week; some evening and weekend; additional hours required.
<b>SUPERVISES:</b>	Student help; interns

**BASIC FUNCTION:**

Reporting to the Assistant to the President, this position is responsible for coordinating and implementing a comprehensive and diversified media relations program to publicize and promote CCRI activities and programs for general and specialized audiences; writing of feature stories for internal and external publications; and assisting in the planning and implementation of public relations and communication programs that publicize and promote CCRI activities and programs to internal and external audiences.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Develop and implement an annual media relations plan that supports achievement of the college's strategic goals.
- Serve as primary contact for print, radio and television media to include pitching feature stories to local and college media, creating collateral materials, booking media appearances, and preparing college personalities for interview situations.
- Seek out and write feature stories for internal publications; write, edit and design brochures, program booklets, posters and invitations for a variety of internal clients.
- In a team environment, create and implement new public relations initiatives to increase the visibility of the college profile among audiences who influence the organization's success.
- Work with the marketing and communications team to create marketing strategies for the college, as well as counsel faculty and staff in appropriate marketing techniques specific to their program and target markets.
- Write opening remarks, speeches and op-ed pieces for key administrators when necessary.

**Knight Campus**

400 East Avenue, Warwick, RI 02886-1807 P: 401.825.2311 F: 401.825.2345

**ESSENTIAL DUTIES AND RESPONSIBILITIES (Continued):**

- Responsible for planning, writing, editing, proofreading, and layout of College publications and advertising campaigns as assigned.
- Provide planning and support for college and Foundation special events.

**LICENSES, TOOLS AND EQUIPMENT:**

Proficiency using software appropriate to a Marketing & Communications office, including but not limited to MS Office, PhotoShop, InDesign, FrontPage; Quark and Adobe Illustrator helpful but not required. Must have access to and use of own transportation.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse to environmental conditions.

**QUALIFICATIONS:**

The duties of this position are of considerable scope and complexity requiring the exercise of initiative, independent judgment, and knowledge of the programs, organizational processes and policies of the Community College of Rhode Island.

- A Bachelor's degree is required, preferably in a communications field.
- Minimum of three to five years experience in writing, editing and desktop publishing in a public relations or journalism setting.
- This position will require travel to other CCRI campuses throughout Rhode Island.

***CCRI is an Equal Opportunity / Diversity Employer.***

*All requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.*

*This job description in no way states or implies that these are the only duties to be performed by the employee occupying the position. Employees will be required to perform any other job-related duties requested by their supervisor*

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