



COMMUNITY COLLEGE  
OF RHODE ISLAND

Office of Human Resources

**POSITION DESCRIPTION**

<b>POSITION:</b>	Director of Marketing and Communications
<b>LOCATION:</b>	Marketing and Communications Office Knight Campus, Warwick, R.I.
<b>REPORTS TO:</b>	Associate Vice President for Administration
<b>GRADE &amp; SALARY:</b>	BOE 15
<b>WORK SCHEDULE:</b>	35 hours per week; Working hours may include evenings, holidays or weekends depending on deadline requirements and special events.
<b>SUPERVISES:</b>	Professional and clerical staff and student employees

The Community College of Rhode Island is the state's only public comprehensive associate degree-granting institution. We provide affordable open access to higher education at locations throughout the state. Our primary mission is to offer recent high school graduates and returning adults the opportunity to acquire the knowledge and skills necessary for intellectual, professional and personal growth through an array of academic, career and lifelong learning programs.

We meet the wide-ranging educational needs of our diverse student population, building on our rich tradition of excellence in teaching and our dedication to all students with the ability and motivation to succeed. We set high academic standards necessary for transfer and career success, champion diversity, respond to community needs, and contribute to our state's economic development and the region's workforce.

Our college is committed to creating an equitable and inclusive work environment that supports the success of all our employees. We believe that employees who feel valued and respected will create policies, programs, practices and services to effectively meet the needs and exceed the expectations of our increasingly diverse student population.

We encourage candidates to apply who have demonstrated capacity to create inclusive work environments, work effectively on increasingly diverse teams, and serve our diverse community.

We are committed to hiring and retaining racially diverse, culturally competent staff members at all levels of our college who not only reflect the demographics of our state but also continue to deepen their skills and competencies to serve our community.

Knight Campus

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

**JOB SUMMARY:**

The Director of Marketing and Communications works strategically with the college President and Senior Leadership Team to develop and execute a comprehensive communication strategy and community relations plan for the college with the goal of creating strong support for the college both internally and externally. Supervise and direct the marketing staff to ensure marketing efforts and creative services are strategically aligned and supportive of the college's mission and strategic vision. The director serves as primary media contact for the institution and works with the Senior Leadership Team to respond to media inquiries.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Develops, refines and implements a comprehensive communications plan for the college.
- Creates strategic plans for communications and message development both internally and externally.
- Develops a comprehensive news media communications program that focuses on creating strong support for the college throughout the state.
- Writes speeches and prepares the President and/or members of the Senior Leadership Team for public appearances and media interviews.
- Directs the preparation, review and production of news releases and other internal and external communications.
- Evaluates the newsworthiness of college events and activities and ensures effective promotion of same.
- Manages Marketing and Communications staff to achieve department's strategic goals.
- Oversees the marketing staff responsible for the planning and implementation of creative college advertising and marketing materials that includes the development of themes, identifying target audiences and selecting appropriate media outlets with the goal of increasing enrollment, and recruiting and retaining students.
- Oversees the reporting and assessment of the success of campaigns using analytic tools and ROI reporting.
- Supervises the staff who develop consistent brand messaging and graphic identity across the college.
- Develops and assesses internal communication processes and initiates appropriate changes as needed.
- Supervises assigned staff by setting schedules, assigning tasks, evaluating performance and making disciplinary decisions.
- Monitors and reviews Marketing and Communications 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.
- Work collaboratively with others in a diverse and inclusive environment.
- Demonstrate a commitment to the philosophy and mission of a comprehensive community college.
- Performs related duties as required or assigned.

**LICENSES, TOOLS AND EQUIPMENT:**

Proficiency using software appropriate to a marketing, communication and publications office, including but not limited to MS Office, and Adobe Creative Suite. Must have access to and use of own transportation.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

- Bachelor's degree in communications, public relations, journalism or a related field required, Master's degree preferred.
- A minimum of 7 years of professional experience in communications required.
- Minimum of three years managing professional staff.
- Higher education experience is desirable.
- Demonstrated ability to develop effective communications plans and tools that resulted in achieving organizational goals
- Demonstrated ability to use professional networks to effectively communicate institutional messaging.
- Demonstrated ability to identify, develop, and pitch news stories effectively.
- Demonstrated ability to write compelling speeches, news releases, and talking points.
- Demonstrated knowledge of web development, social media, video production, e-communications, publications and branding.
- Demonstrated knowledge in developing and executing multichannel marketing plans.
- Knowledge of Web content development, digital marketing tools and technologies and social media tools and technologies are preferred.

**CCRI is an Equal Opportunity / Affirmative Action Employer.**

CCRI recognizes that diversity and inclusivity are essential to creating a dynamic, positive and high-performing educational and work environment and to helping prepare our students for lifelong success. We welcome applicants who can contribute to the College's commitment to excellence created by diversity and inclusivity.

CCRI prohibits discrimination, including harassment and retaliation, on the basis of race, color, national or ethnic origin, gender, gender identity or expression, religion, disability, age, sexual orientation, genetic information, marital status, citizenship status or status as a protected veteran. Inquiries or complaints concerning discrimination shall be referred to the College's Director of Institutional Equity & Title IX Coordinator, Elizabeth Canning, [ecanning@ccri.edu](mailto:ecanning@ccri.edu).

The Jeanne Clery Act requires institutions of higher education to disclose campus policy statements and crime statistics. Our annual report is available here:

<http://ccri.edu/campuspolice/pdfs/ANNUAL-SECURITY-REPORT-FINAL.pdf>