



COMMUNITY COLLEGE
OF RHODE ISLAND

Office of Human Resources

POSITION DESCRIPTION

POSITION:	Integrated Marketing Specialist
LOCATION:	Marketing and Communications
REPORTS TO:	Director of Marketing, Communications and Publications
GRADE:	PSA 12
WORK SCHEDULE:	Non-Standard; 35 hours per week

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.

JOB SUMMARY:

Work with college clients to develop, write and execute high-quality internal and external marketing campaigns and collateral materials that support recruitment and retention of students. Collaborate with other members of Marketing and Communications as well as college clients, to ensure that messaging is effectively shared across appropriate communications channels, including emails, text messages, the college website, and print collateral. Manage and prioritize content, campaigns, and projects in a way that best serves our college and makes a positive impact on our students and prospective students.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Content development: Responsible for creating and transforming program and campaign concepts into compelling marketing copy for print and digital communications, including email, text message, flyers, newsletters, and other print collateral.
- Campaign and project management: Work closely with clients in Academic Affairs and Student Services to create, schedule, and monitor innovative and powerful

Knight Campus

communications campaigns that positively speak to many different student populations through multiple channels.

- Marketing collateral: Develop marketing collateral to support recruitment and retention of students as necessary. Work with internal and external stakeholders to respond to needs and creatively address communications challenges.
- List management: Responsible for collaborating with Information Technology and Enrollment Services to build targeted student lists for digital communications as well as analysis of data trends that result from campaigns.
- Reporting and tracking: Prepare a variety of department reports, including analysis of email and digital communications performance, and monthly summaries of all campaign-specific marketing activity.
- Adhere to technical, branding, and style standards established by the Marketing and Communications and Information Technology departments. Leverage these standards to improve content and advance the college's mission.
- Demonstrate a commitment to the philosophy and mission of a comprehensive community college.
- Work collaboratively with others in a diverse and inclusive environment.
- Other duties as assigned.

QUALIFICATIONS

Minimum Qualifications:

- Bachelor of Science degree required, preferably in a marketing or communications field.
- A minimum of three years' related marketing and project management experience.
- Experience writing for marketing and digital content creation.
- Experience in web content, digital communications, and customer service.
- Demonstrated proficiency in written, oral, and interpersonal communication skills.
- Demonstrated ability to work independently.
- Demonstrated ability to work with diverse groups/populations.

Preferred Qualifications:

- Proficiency in written, oral, and interpersonal communication skills.
- Ability to work independently.

- Ability to work with diverse groups/populations.
- Knowledge of marketing and communications campaigns in higher education.
- Demonstrated knowledge of higher education developments, trends, and practices.

LICENSES, TOOLS AND EQUIPMENT:

Various office equipment which may include computers, telephones, copy machines, etc

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

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, ehcanning@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>