



COMMUNITY COLLEGE
OF RHODE ISLAND

Division of Institutional Equity and Human Resources

POSITION DESCRIPTION

TITLE	Assistant Director, Communications
POSITION NO.	501416
LOCATION	Marketing and Communications
REPORTS TO	Director-Marketing, Communications and Publications
GRADE	PSA 14
WORK SCHEDULE	Non-standard, 35 hours per week; some evening and weekend; additional hours required.
SUPERVISION	Professional Staff, Support staff, interns, student workers
LIMITATION (if applicable)	
REVISION DATE	4/2024

JOB SUMMARY:

Serve as communications liaison for the President's Office, the Division of Student Affairs, Division of Academic Affairs and Division of Administration and Finance, including Capital Projects, Business Services, Facilities Services and the Office of Budget and Financial Planning.

Advise college administrators, faculty, staff and students on communication issues relating to emergencies, crises and major policy initiatives. Provide guidance for framing internal and external messages for the media.

Craft statements for the media and the internal community relating to weather and other campus emergencies, major policy initiatives and decisions by top administrators, important college news, student excellence, and in partnership with the director, manage such communication. Be available after hours to assist the Director, College officials, or others in a crisis situation.

DUTIES AND RESPONSIBILITIES:

- Consult with the Director and the Marketing team on web content development and audits, internal communications, and develop complete story packages that include print and Web stories, video and still photography.
- Represent the College in public forums, at stewardship events, and at press conferences, including on-camera interviews with local, regional and national media, as needed.
- Work with news and communications personnel from other state colleges, non-profit organizations, private corporations, charitable foundations, federal and state political leaders and others in making joint announcements about programs, gifts, policies, or initiatives.
- Develop, in partnership with the Director, digital content for internal-facing departments, including supporting internal college initiatives and improvements with digital, video and written communications.
- Write stories for CCRI's own online and print communications platforms.
- Develop and promote information about CCRI programs and achievements through various media outlets, social media, and website. Generate and pitch stories about the College, its students, faculty, staff, alumni, and donors to local, regional, and national press.
- Coordinate and produce materials for all major College-wide events such as Opening Day, PDD, and Commencement, among others.
- In order to meet reporters'/assignment editors' deadlines, respond quickly to frequent media requests for expert resources, information and assistance.
- Advise faculty, staff and students on ways to make news; gather information for publicity purposes; determine news value of story ideas.
- Perform additional duties as requested.

LICENSES, TOOLS, AND EQUIPMENT:

Personal computers, printers, and word processing, database management, and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

REQUIRED QUALIFICATIONS:

- Bachelor's degree in English, communications, journalism, or marketing
- Minimum of ten years of full-time employment in public relations, newspaper writing, reporting or editing, marketing or communications
- Demonstrated skills and accomplishments in the areas of public information dissemination, public relations, and media placements
- Demonstrated crisis communications and crisis management experience
- Demonstrated strong verbal and interpersonal communication skills
- Demonstrated proficiency in written communication skills
- Demonstrated supervisory experience
- Demonstrated ability to interpret and communicate institutional policies, plans, objectives, rules and regulations
- Demonstrated proficiency in word processing
- Demonstrated ability to work with diverse groups/populations.

PREFERRED QUALIFICATIONS:

- Master's degree in English, communications, journalism or marketing
- Demonstrated familiarity with federal and state emergency management procedures
- Demonstrated communications and/or media relations experience at an institution of higher education
- Demonstrated proficiency in word processing on a Macintosh
- Demonstrated ability to use the Internet for research and communications.

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.