



COMMUNITY COLLEGE
OF RHODE ISLAND

Office of Human Resources

POSITION DESCRIPTION

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

ABOUT CCRI:

The Community College of Rhode Island is the state's only public comprehensive associate degree and certificate-granting institution. We provide affordable open access to higher education at locations throughout Rhode Island. Our primary mission is to offer recent high school graduates and adult learners 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.

At CCRI, we are committed to building an inclusive and diverse campus community. We strive to hire and retain culturally competent faculty and staff members who reflect the demographics of our state and our increasingly diverse student population.

We believe that our diversity is our strength. We celebrate, support and thrive on the diverse experiences, backgrounds, and perspectives that are represented across our four campuses.

We are OneCCRI, working together to prepare learners to achieve their highest potential.

To learn about what employees value at CCRI and what it means to work here, please read about our Guiding Principles and watch videos of our employees doing what they do best: <https://www.ccri.edu/equity/culture/guidingprinciples.html>

BASIC FUNCTION:

Reporting to the Director of Marketing, Communications and Publications, 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.
- 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 / Affirmative Action Employer.

We recognize that diversity and inclusivity are essential to creating a dynamic, positive and high-performing educational and work environment. 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 Title IX Coordinator at: TitleIXCoordinator@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:

<https://ccri.edu/campuspolice/pdfs/ASR-Final-92019.pdf>

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Knight Campus

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