



COMMUNITY COLLEGE
OF RHODE ISLAND

Division of Institutional Equity and Human Resources

POSITION DESCRIPTION

TITLE	Director, Marketing and Communications
POSITION NO.	502782
LOCATION	Warwick Campus
REPORTS TO	Vice President of Institutional Equity, Human Resource, and Organizational Development
GRADE	BOE 15
WORK SCHEDULE	Non-Standard: 35 hours per week
SUPERVISION	Marketing and Communications Staff
LIMITATION (if applicable)	Subject to renewal after annual review.
REVISION DATE	October 2024

JOB SUMMARY:

The Director of Marketing and Communications works strategically with the college president and Senior Leadership Team to develop and execute a comprehensive advertising, marketing, and communication strategy for the college with the goal of supporting robust enrollment, enhancing brand awareness and affinity, and 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.

DUTIES AND RESPONSIBILITIES:

- Develops, refines and implements a comprehensive marketing plan for the college with a focus on brand identity, enrollment, and retention
- Supports the development of a comprehensive communications program with the Manager of Executive Operations and Chief of Staff that focuses on creating strong support for the college throughout the state
- 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 tools and 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:

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

REQUIRED QUALIFICATIONS:

- Bachelor's degree in marketing, communications, public relations, journalism or a related field
- A minimum of 7 years of professional experience in communications
- Minimum of three years managing professional staff
- 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

PREFERRED QUALIFICATIONS:

- Master's degree
- Higher education experience
- Knowledge of Web content development, digital marketing tools and technologies and social media tools and technologies

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