POSITION DESCRIPTION

POSITION:  Manager, Marketing / New Media Communications

DEPARTMENT:  Marketing & Communications

REPORTS TO:  Director, Marketing & Communications

GRADE:  13

WORK SCHEDULE:  Non-standard, 35 hours per week; evening and weekend; additional hours required.

SUPERVISES:  Technical & support staff; student help; interns

BASIC FUNCTION:  Assist the Director of Communications with the implementation and delivery of integrated marketing communications via the web and cutting edge social media technologies. Work with the Marketing & Communications office team and Information Technology staff to support electronic communications and marketing functions.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Lead the development and expansion of the College’s electronic communications outreach to various target audiences: those with whom the College already has a relationship, including students and faculty, alumni, legislators, opinion leaders, media, news media outlets, and the general public, as well as those the College seems to recruit and cultivate.

Oversee the production of web and social media based marketing and promotional campaigns, (including but not limited to the integration of podcasts, wikis, video streaming, content management systems, and other technologies) to support the College’s communication strategy, including the creation and maintenance of online newsroom management system.

Manage all College advertising, including ad placement, purchasing, billing, copy writing, and advertising budget management.

Recommend strategies for the development and design of new marketing/communications productions and produce marketing copy within specified schedules/deadlines.

Work collaboratively with other units of the College in the creation of advertising concepts and promotional activities for recruitment, retention, alumni outreach, fundraising, and general image-building purposes.
Attend special programs and events as requested for public relations purposes.

Assist the Director with educating Marketing & Communication team members about new technologies.

Other related duties as assigned.

**LICENSES, TOOLS AND EQUIPMENT:**

Proficiency using software appropriate to a Marketing & Communications Office, including but not limited to MS Office, web development software, social media technologies; telephone, copy and fax machines. 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 required, preferably in a marketing or communications field. Minimum of five years’ professional marketing experience; previous experience in electronic communications; experience in the enterprise level in leading the design and development of print and electronic marketing campaigns that include the use of current, leading edge technologies; corporate identify/brand design and marketing management, preferably in an institution of higher education. Outstanding research, writing, editorial, and listening abilities; strong interpersonal communication skills with the ability to convey complex subject matter clearly and accurately; demonstrated success in project management; understanding of electronic marketing and communication principles. Superior organizational skills, with demonstrated ability to balance multiple priorities in a deadline oriented environment; supervisory experience. This position will require travel on a regular basis to the College's campuses in Warwick, Lincoln, Providence, and Newport as well as media outlets across the state.

*CCRI is an Equal Opportunity / Diversity Employer.*

*Any individual with a disability who requires assistance in the application process should contact CCRI at (401) 455-6011 prior to the close of the application period. TTY: (401) 825-2313.*

*All requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees. This job description in no way states or implies that these are the only duties to be performed by the employee occupying the position. Employees will be required to perform any other job-related duties requested by their supervisor.*

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