



COMMUNITY COLLEGE
OF RHODE ISLAND

Division of Institutional Equity and Human Resources

POSITION DESCRIPTION

TITLE	Assistant Director Communications
POSITION NO.	501416
LOCATION	Warwick Campus
REPORTS TO	Director Marketing & Communications
GRADE	PSA 14
WORK SCHEDULE	Non-Standard: 35 hours per week; some evening and weekend; additional hours required.
SUPERVISION	Professional staff
LIMITATION (if applicable)	N/A
REVISION DATE	January 2025

JOB SUMMARY:

Assist the director in communicating to internal and external constituents about major College initiatives, policies, student affairs, capital projects, academic college initiatives, and public safety, including police, fire, ambulance and emergency management issues. Work with the director in executing the crisis communications plan. Collaborate with the director and senior leadership to formulate messages in times of crisis and major changes in College policy. Along with the director, in the director's absence, and as needed, serve as a spokesperson for the College. Serve as an advisor to the director in communicating the College's position on major issues and on addressing departmental and personnel matters. In the director's absence, supervise staff, conduct staff meetings and represent the department in a variety of internal and external activities and meetings.

DUTIES AND RESPONSIBILITIES:

- 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
- 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
- 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
- Work closely with college's Admissions and Enrollment Services departments on creating messaging to current and potential students to drive College enrollment. Develop and execute email and other appropriate messaging campaigns for enrollment events, registration reminders, and other Admissions, Enrollment services related initiatives
- 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
- Develop weekly newsletter to faculty, staff, and students highlighting important initiatives, key events, academic programming, and student success stories
- Develop and deliver weekly internal communications to students and faculty and staff that highlight College achievements, new items, important deadlines, and available resources.
- Work closely with outside agencies to develop marketing plans for each academic year, which includes writing content for television, print, radio, and social media/web advertising
- Work with the College's Division of Workforce Partnerships team on developing content for advertising campaigns, which includes writing content for television, print, radio, and social media/web advertising
- 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, and 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 CCRIs own online and print communications platforms
- 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

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.

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
- Demonstrated project management and media buying experience

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.