



**RHODE ISLAND COLLEGE  
JOB DESCRIPTION**

Position classification: PSA  
Date created or revised: 9/8/2022  
Exempt/Non-Exempt Status: Exempt  
Responsible individual: Yes  
Campus Security Authority: No

Title: Assistant Director of Communications, Digital Content  
Status: Full-time, 35-hours per week  
Grade: 10 or 11  
Union Affiliation: PSA@RIC (Professional Staff Association)  
Reports To: Director, College Communications and Marketing

**PRIMARY PURPOSE:**

Responsible, under the direction and supervision of the Director, College Communications and Marketing, for creating, editing and maintaining the college's digital multimedia content and other electronic communications. Working with College Communications and Marketing staff to ensure that content throughout digital platforms is accurate and compliant with brand standards. Manage and prioritize content requests and serve as the primary point of contact for digital content editing and development. Collaborate with college stakeholders to review, monitor and develop user experience improvements to electronic communications, as assigned by the Director, College Communications and Marketing. Generate video/photo texts and video/photo feature copy for social and news media, as well as campus publications.

**DESCRIPTION OF DUTIES AND RESPONSIBILITIES:**

**Essential Job Functions:**

- Under the leadership of the Director, College Communications and Marketing, collaborate with college departments and programs in the development and maintenance of multimedia content for deployment on the college's social media channels, website and vehicles for digital communication.
- Create rich multimedia user content and experiences through compelling digital communications to positively influence enrollment and constituent engagement; and work with other departments on the creation and maintenance of multimedia content for college promotion, recruitment and retention, alumni outreach, RIC Foundation appeals and general image-building purposes, as well as day-to-day operations of the college.
- Provide content leadership on multimedia projects and ongoing content curation for departments, programs and offices.
- Adhere to technical, branding, and style standards established by College Communications and Marketing, leveraging these standards to ensure multimedia content advance the college's mission; and adhere to usability and accessibility standards.
- Assist in maintenance of electronic video and photo archives, and hard copy photo files.
- Outline and guide multimedia development from preproduction, including storyboarding and asset creation, through production, including studio and location lighting and audio recording, to postproduction, including audio and video editing, animation and file optimization.
- Design workflows for short- and long-format publication, from 10 second social media advertisements to 60, 90 and 120 second broadcast advertisements. Manage content lifecycle review processes that include content acquisition, creation and approval.

- Demonstrate a commitment to the philosophy and mission of a comprehensive liberal arts college.
- Cover newsworthy events as directed.
- Execute video and photographic assignments for social media, news releases, features, advertisement, publications, and other public relations purposes.
- Write captions, text and feature articles to accompany video and photos. Produce quality video-imaging materials for commercial and advertising purposes.
- Work collaboratively with others and provide quality customer service in a diverse and inclusive environment.

Occasional Job Functions:

Perform other duties and responsibilities as assigned by the Director, College Communications and Marketing.

**REQUIRED QUALIFICATION STANDARDS:**

Education:

Bachelor's degree in marketing, communications, or a related discipline.

Experience:

- Five years of experience in a content strategist and digital marketing role.
- Experience creating digital/multimedia content, including storyboarding, scripting and content editing.
- Experience with paid social/digital, including Facebook, Twitter, Instagram and YouTube paid advertising.
- Experience measuring effective content for digital platforms using analytics.
- Experience in higher education marketing and communications.
- Proficiency in written, oral, and interpersonal communication skills.
- Ability to work independently.
- Ability to work with diverse groups/populations.

Skills, Knowledge and Abilities:

- Demonstrated visual design experience, including audio and video editing skills, as well as production planning.
- Strong understanding of social tools/technologies and how to best integrate them across the marketing mix.
- Exposure to PR campaigns and brand messaging.
- Demonstrated experience with leveraging visual styles and branding.
- Strong analytical skills, capable of analyzing and making recommendations regarding digital performance data.
- Demonstrated experience with web content accessibility guidelines.
- Demonstrated knowledge of mobile-first and responsive design principles.
- Demonstrated knowledge of user experience and digital content development in higher education.

- Demonstrated professional experience with Adobe Creative Suite and/or similar applications, including, but not limited to: Photoshop, Illustrator, Premiere and/or After Effects.

**PREFERRED:**

- Master's degree. (A master's degree in marketing, communications, or a related discipline will also satisfy the undergraduate degree concentration requirement.)
- Bilingual in English / Spanish (fluent in speaking and writing).

**ENVIRONMENTAL CONDITIONS:**

The employee is not exposed to known adverse environmental conditions.

**The College requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.**

*As an Affirmative Action/Equal Opportunity institution which values and is committed to inclusion and expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.*