

RHODE ISLAND OFFICE OF HIGHER EDUCATION
NON-CLASSIFIED, NON-UNION JOB DESCRIPTION

TITLE: Public Information and Communications Specialist
AGENCY: Rhode Island Office of Postsecondary Education
REPORTS TO: Chief of Staff
SUPERVISION OF: Professional and administrative staff
SALARY GRADE: 12

BASIC FUNCTION:

Coordinate and implement a comprehensive and diversified media relations program to publicize and promote the activities of the Council on Postsecondary Education and the system of public higher education in Rhode Island. Provide communications support to the Commissioner and other senior leadership, contributing to the planning, research, development and implementation of public higher education policy initiatives.

SPECIFIC DUTIES:

- Develop and implement communications plans for our public higher education system office and tailor pitches for key national, state, and local outlets.
- Respond to media inquiries and craft materials for columnists and editorial boards to increase knowledge of and interest in RI's public higher education system.
- Seek out and write feature stories for internal publications, and write, edit, and design materials for a variety of internal and external clients.
- Write opening remarks, speeches, and op-ed pieces from the Commissioner and Council on Postsecondary Education members as needed.
- Manage content for agency website and provide significant input and direction on website re-development.
- Assist with preparation of reports and other written materials for Council and Board of Education meetings.
- Research best practices and make recommendations to implement best practices as needed.

- Assist in carrying out special assignments of a confidential nature.
- Handle requests for public information and other inquiries from constituents and stakeholders.
- Represent the Council and Commissioner in addressing the media and public when requested.
- Provide external relations support to senior staff.
- Perform other duties as assigned.

QUALIFICATIONS:

REQUIRED:

- Bachelor's degree in public relations, communications, marketing or related field; Master's preferred.
- Minimum of five years of progressively responsible experience in communications, public relations, or related field.
- Knowledge of the effective use of social media.
- This position will require travel to institutional campuses throughout Rhode Island. Must have access to and use of own transportation.

DESIRED SKILLS:

- Ability to develop formal written and oral communications and presentations in collaboration with the Commissioner.
- Experience with website management and online marketing tools.
- Familiarity with photo-editing and graphic design tools.

The Office of the Postsecondary Commissioner is dedicated to the goal of building a culturally diverse and pluralistic team committed to working in a multicultural environment and strongly encourages applications from minorities and women.

Reasonable accommodations for individuals with disabilities can be arranged in order to perform the essential functions of the job.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER