Job Title: Director of Communications and Marketing

Job ID: 17364

Location: College of Staten Island

Full/Part Time: Full-Time

Regular/Temporary: Regular

POSITION DETAILS

The College of Staten Island seeks a Director of Communications and Marketing. As head of the Communications Department, the Director serves as the primary liaison to local, national and international media outlets. The Department's mission is to support and promote the College and the accomplishments of our students, faculty, staff, and alumni. The Department produces written communications, including press releases, newsletters, statements, talking points, opinion pieces, and a variety of college publications.

Reporting to the Executive Director, the Director collaborates closely with the President and the Executive Cabinet to document and share information with the community and plays an integral role in supporting the College's relationships with community leaders and organizations. Working closely with these partners to stay current on strategic priorities, issues and policies, the Director manages the College's social media and specific web news pages to ensure content remains fresh and relevant; may advise faculty and staff on responding to media interview requests; and helps publicize and promote activities and initiatives that support recruitment, institutional branding, fundraising and marketing.

In addition, the Director performs the following functions:
- Develops and implements a five-year marketing and communications plan to raise public awareness and maximize the visibility of the College.
- Develops and manages the College's online outreach strategy and image.
- In coordination with the Department of Information Technology, responsible for representing College branding and content on College homepage based on best practices.
- Oversees branding efforts to refine and strengthen institutional identity.
- Oversees social media campaigns.
- Responsible for tracking campaign performance through use of analytics tools.
- Oversees College news, events and content for the homepage of the College web site and other major communications vehicles, such as publications.
- Works in collaboration with Executive Director of Advancement and Vice President for Economic Development, Continuing Studies, and Government Relations to Identify and engage corporate partners through sponsorships, special events and other cause-related marketing opportunities.
- Provides stakeholders with timely updates and performance measures to inform their campaign decisions. Assists stakeholders in implementing analytics-driven content improvements.

QUALIFICATIONS

Bachelor's degree and eight years' related experience required.

In addition, the successful candidate will have:
- An advanced degree in marketing and communications or related public policy field.
- Excellent oral, writing, editing, scripting and proofreading ability
- Experience with the supervision of staff.
- A high level of discretion, with excellent interpersonal skills and the ability to inspire trust and respect among colleagues and all internal and external partners
- Demonstrated experience and success in managing and producing professional publications—both electronic and hard copy. Prior management of social media campaigns highly desired.
- Experience in higher education, and in working with a variety of constituents, including marketing, public relations, and e-marketing firms.
- The ability to manage numerous tasks, work as part of a team, and function effectively in a fast-paced environment.
- Photography, videography, and Web development skills preferred.
- Commitment to the College of Staten Island’s and CUNY’s missions, goals, and objectives.
- Availability to work evening and weekend hours if and as necessary.

CUNY TITLE OVERVIEW

Directs College communications and public relations efforts.
- Establishes goals consistent with the College mission and works collaboratively with senior management to develop short- and long-range plans to further College outreach
- Develops and maintains comprehensive press, public relations, and internal communications strategies
- Represents the College to a variety of external and community organizations, establishing good working relationships and two-way communications on areas of common interest
- Oversees College web site and other major communications vehicles, such as publications
- Plans, organizes, and implements special events including conferences, receptions, and informational programs
- Develops and implements campaigns to foster awareness of College activities and initiatives
- Researches and develops speeches and other critical communications by senior management
- Maintains media relationships and serves as spokesperson representing the College
- Identifies and leverages opportunities to promote the visibility and reputation of the College.
- Performs related duties as assigned.

Job Title Name: Communications and College Relations Director

CUNY TITLE

Higher Education Officer

FLSA

Exempt

COMPENSATION AND BENEFITS

Salary commensurate with education and experience.

CUNY's benefits contribute significantly to total compensation, supporting health and wellness, financial well-being, and professional development. We offer a range of health plans, competitive retirement/pension benefits and savings plans, tuition waivers for CUNY graduate study and generous paid time off. Our staff also benefits from the extensive academic, arts, and athletic programs on our campuses and the opportunity to participate in a lively, diverse academic community in one of the greatest cities in the world.

HOW TO APPLY

To apply, please visit http://cuny.jobs/ and enter the Job ID# in the “What” section field. Candidates must attach a resume, cover letter, and three professional references (name, title, organization, and contact information) as one file.

CLOSING DATE
CUNY encourages people with disabilities, minorities, veterans and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer.