ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: GSS Communications & Marketing Director

SCHOOL/DEPARTMENT: Graduate School of Social Service

DESCRIPTION: The GSS Communications & Marketing Director is responsible for the strategic planning, development and implementation of all GSS marketing, media and communications. Provides guidance to GSS on current best practices related to marketing and communications and current University policies, procedures and requirements. Collaborates with the GSS Assistant Dean of Admissions, 2U partners, in the development and oversight of all School related marketing and communications. Reports to the Associate Dean for Administration.

RESPONSIBILITIES:

- Collaborate with the GSS Office of Admissions on strategies for the recruitment and retention of students.
- Manage, measure and strategically improve the School's marketing and communications efforts via a data and metric-driven approach.
- Design and implement integrated GSS CRM-generated marketing campaigns through the use of print, video, photography, electronic, online, web, social media and other forms of advertising.
- Continuously generate new, impactful content geared toward multiple GSS audiences-publications (print or online), videography and photography.
- Assist in the writing of advertising copy, video scripts and other promotional material including developing themes and creative concepts for brochures, invitations, websites, special projects and events.
- Coordinate with University DAUR Office of Development and Alumni Marketing & Communications in the production and management of direct brand imaging and integrated communications to target audiences.
- Responsible for maintaining consistency with University style guides marketing and communications.
- Responsible for the direction and management of all project management related to GSS media and communications.
- Develop and maintain Dean specific social media accounts.
- Oversee maintenance and continuous enhancements to the GSS website and social media platforms.
- Direct the work of external partners and contractors, including freelance writers, designers and other partners in planning and executing marketing, recruitment and advertising campaigns.
- Oversee all communication activities related to GSS events.
- Coordinate with the GSS Assistant Dean of Admissions and consult with Dean regarding budgets and approval for expenditures related to marketing and communications.
- Assists with crisis, emergency and executive communications as necessary. Serves as a member of the designated on-call response/problem-solving team.
- Assist the Dean with community and government relation initiatives.
- Other duties as assigned by the Dean.

QUALIFICATIONS:

- A minimum of 3-5 years of experience in marketing and communications
- Advanced skills in social media communications and management
- Advanced proficiency in applications such as Microsoft Word, Excel, Google spreadsheets
- Function independently and as part of a team in a complex environment
- Strong problem-solving and organizational skills, detail-oriented
- Exceptional interpersonal abilities and professional written and oral communication skills
- Able to deal effectively with changing priorities, unexpected events or unanticipated demands

START DATE: 1/26/2019

SALARY: Commensurate with experience

FLSA CATEGORY: Exempt

SEND LETTER AND RESUMES TO: Patricia Rodriguez
prodriguez25@fordham.edu

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