TITLE OF POSITION/RANK: Integrated Marketing Communications Specialist

DEPARTMENT: Law School, Lincoln Center

The Integrated Marketing Communications Specialist assists with the creation and implementation of effective strategies to support Fordham Law School’s marketing and to strengthen its reputation in legal education and among legal employers.

RESPONSIBILITIES:

- Collaborate and foster relationships with internal “clients” and external partners
- Develop and implement integrated marcom efforts (paid, earned and owned)
- Design content for a range of communications – including: social media posts, website updates and enhancements, marketing emails, advertisements, and collateral materials – all aimed at driving interest and engagement in Fordham Law
- Contribute to our repository of high-quality multimedia content
- Create and manage the content pipeline for the law school’s social media platforms (Facebook, Twitter, Instagram, and LinkedIn) and work with the team to ensure it’s in synch with the overall story pipeline and strategy
- Track metrics and prepare monthly reports to 1) inform approach and evolution of efforts and 2) help senior leadership and other audiences understand the impact and the opportunities for enhancements
- Manage digital newsroom updates (hosted in WordPress) and redesign and relaunch a selection of the law school’s web pages via our content management system
- Collaborate with internal stakeholders to invest resources in paid digital, social and advertising
- Ensure communications have a consistent style, voice, and reinforce overarching messaging
- Maintain Fordham University and Law School brand standards
- Train peers on digital best practices
- Assist with basic relevant market research
- Occasionally assist with public relations by collaborating with senior director and PR agency
- Attend and cover select key Law School events (live tweeting, capturing Instagram stories, etc.)
- Work with team to refine project management systems
- Role reports to the senior director of communications and marketing

QUALIFICATIONS:

- Bachelor’s Degree preferred. H.S. Diploma or GED required
- 3–5 years of work experience in content creation, marketing communications, or public relations
- Strong writing and visual skills, with clear evidence of creativity and experience creating strategic, brand-aligned communications
- Demonstrated ability to communicate effectively both interpersonally and verbally
- Passion for the Law School’s mission and the day-to-day work
- Strategic thinker with a strong client-centered and problem-solving orientation
- Excellent project management and follow-up skills
- Ability to juggle priorities, stay flexible, and manage projects from inception to completion with minimal supervision
- Self-starter capable of fostering cooperative environments and working in a collegial fashion
• High energy and positive, proactive attitude
• Strong work ethic and a “growth mindset” – an orientation towards trying new things, innovating
• Detail oriented
• Basic Photoshop skills
• Experience with content management systems and WordPress
• Familiarity with marketing automation software/tools such as HootSuite, SproutSocial, etc.
• Video creation and editing skills: familiarity with tools such as Final Cut Pro, iMovie
• Knowledge of email marketing platforms such as Emma, MailChimp

**SALARY:** Commensurate with experience

**START DATE:** ASAP

**FLSA CATEGORY:** Exempt

**SEND LETTER AND RESUMES TO:** Victoria Grantham
vgrantah@fordham.edu

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