PART-TIME POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: Marketing, Communications, and Media Specialist
(Part-Time/Non-Benefited; 19 hours per week)

DEPARTMENT: Social Innovation Collaboratory
Lincoln Center

POSITION SUMMARY:
Reporting to the Associate Director of the Social Innovation Collaboratory, the Marketing, Communication and Media Specialist will support Fordham University Social Innovation Collaboratory administrators to communicate and promote University-wide programs, events, and activities related to social innovation, social justice, and social impact. In this role, he/she will develop best practices for communications related to the Social Innovation Collaboratory to internal and external constituents, and train and oversee student-led team called the “Social Innovation Communication and Design team” for effective implementation.

RESPONSIBILITIES:
- Develop and implement a structure for and culture of cross-campus coordination and communication of social innovation efforts with the support and the close collaboration of the Social Innovation Student Communication and Design team.
- Expand broad awareness of social innovation and its programs to the entire Fordham community and external audiences and continuously build audiences, contacts and mailing lists.
- Create, coordinate and curate content and style guides for collaboratory print materials and media platforms including, but not limited to, the Changemaker newsletter, blog, website, event calendar, Facebook, Twitter, and Instagram. Plan and execute dynamic multimedia engagement.
- Follow social innovation news and integrate timely coverage into collaboratory communications channels.
- Facilitate systematic information gathering related to social innovation events and news from Fordham University’s various colleges and administrative departments.
- Communicate with other campus publications/social media to foster partnerships and goodwill in promoting essential events from within the Collaboratory, as well as from campus and community-wide opportunities.
- Oversee and provide coaching to the Collaboratory Communication & Design student team mainly responsible for a better culture of cross-campus coordination and communication implementation of social innovation efforts.
- Publish weekly newsletter on the same day each week (or on the weekly schedule team deems appropriate).
- Provides strategic guidance and oversight to ensure that all social innovation branding is consistent with University guidelines.

QUALIFICATIONS:
- Bachelor’s Degree preferred.
- Demonstrated record of performance in marketing-focused communications, including an eye for visual marketing and familiarity with social media platforms like Facebook, Twitter and Instagram.
- Ability to lead and supervise students.
- Attentive to details and especially comfortable adapting to a changing environment.
- Demonstrated written communication and editorial skills. Knowledge of video, photography and/or design software, like Canva or Adobe Photoshop
- Willingness to learn additional professional software: Constant Contact, Google Analytics
- Wordpress, Creative Cloud software (Lightroom, Photoshop, etc.)

SALARY: Hourly Rate
Commensurate with experience.

FLSA CATEGORY: Non-exempt

START DATE: ASAP

SEND LETTER AND RESUME TO: ssylla@fordham.edu

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