PART-TIME POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: Marketing & Public Relations Director  
(Part-Time/Non-Benefited; 10-12 Hours per Week)

DEPARTMENT: Theatre and Visual Arts, Lincoln Center

POSITION SUMMARY: Fordham University is seeking a Marketing & PR Director for its distinguished undergraduate Theatre Program beginning immediately. The Program, which is based at Fordham’s Lincoln Center Campus in Manhattan, enrolls 160 students across 4 years and produces a four show mainstage season and other student showcases intended to launch the careers of our graduates.

We’re seeking a Marketing and PR professional on a part-time basis to work with key faculty to maintain/increase the visibility of the Program among potential student applicants, external professionals who may hire / collaborate with our students and graduates, and internal Fordham senior administration; as well as attract an audience to its theatre programming. Although the position is only part-time, it offers the right professional a potentially significant opportunity to shape the strategic growth of one of the nation’s foremost and fastest rising theatre education programs.

RESPONSIBILITIES:

- Advise on and guide the overall branding of the theatre program (e.g. communicating its overall mission, its main stage season, its showcases for graduating students, etc.)
- Review, assess and make recommendations about program’s current and future presence across media platforms, especially digital.
- Design, supervision, and execution of direct, digital and off-line marketing communications tailored to the Theatre Program’s branding objectives and target audiences. In particular these communications will involve:
  - Building, managing and promoting to email and postal mailing lists of our core audiences and stakeholders;
  - Updating and maintaining the Theatre Program website: [www.fordham.edu/theatre](http://www.fordham.edu/theatre), including responsibility for content (video etc.) marketing via this website;
  - It is expected that media used in these communications and other communications will include brochures, on-site posters, postcards, mailings, email, social media, press releases, playbills, photography (including on-site photographic displays and on website etc.), and press releases/earned media.
- Collaborate with Fordham University’s internal and external resources (such as graphic designer, central university PR department, and work-study students) to supervise content creation and graphic design (concept, obtain rights for images, monitor revisions, approve final design) for all promotional materials. Responsibilities across communications and media will include writing copy, creating initial design and layout, monitoring production schedule, proofreading, and tracking revisions, and selecting photographs.
- Delegate tasks, e.g. hiring of photographer for photographic marketing (e.g. mainstage productions) and arranging outsourcing creation and distribution of short promotional videos about the Theatre Program.

QUALIFICATIONS:

- Bachelor’s Degree preferred. Master’s degree in Communications, Public Relations, or related field preferred.
- 3+ years’ experience in higher education preferred.
- Strong written and oral communication skills are required.
- Proficiency with our current web design software WordPress and Jadu desired– (Training sessions available through University and private consultant.)
- Mastery of software for html email blasts and event posters required.
- 3+ years’ experience with one or more social media platforms required.
- Proficiency in Google Suite (Mail, Drive, Docs, Forms, Calendar) required.
- Must be a team player with strong interpersonal skills, the ability to maintain discretion and confidentiality, and an appreciation of the Jesuit tradition.

SALARY: Hourly Rate
Commensurate with experience.

FLSA CATEGORY: Non-exempt (10-12 Hours per Week)

START DATE: ASAP – Ends June 20, 2020

SEND LETTER AND RESUME TO: Chad McArver
Department of Theatre and Visual Arts Chair
mcarver@fordham.edu

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