FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK

Position: A03300
Date: January 21, 2020

ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: Assistant Director of Marketing for Undergraduate Admissions and Schools

DEPARTMENT: Development and University Relations, Lincoln Center

POSITION SUMMARY:
The Assistant Director is a core member of the central University Marketing and Communications (UMC) Client Services team. As such, they work as a project manager and collaborator coordinating the efforts of various UMC teams to meet clients’ needs.

The Assistant Director of Marketing for Undergraduate Admissions and Schools works closely with Fordham’s Undergraduate Admissions team to develop and execute a strategic marketing plan including advertising, webpages, viewbooks, brochures, collateral, social media, video, content marketing, internal marketing and other strategic communications and marketing materials as required. Similarly, the Assistant Director will work with the deans of Fordham’s undergraduate colleges to meet their marketing needs.

The Assistant Director reports to Director of Client Services, and also works closely with additional UMC staff such as the Senior Director of Online Communications, Director of Creative Services, our Assistant Director of Social Media, Multimedia Web Producer, Email Marketing Specialist, and editorial staff.

The work is high volume, and fast paced. Candidates must demonstrate the ability to be flexible and professional during periods of high-volume activities.

RESPONSIBILITIES:

• Develops project goals and metrics with our clients. Regularly analyze and report on the ongoing success of campaigns through digital analytics, audience testing, and other assessment methods.
• Maintains institutional identity and messaging throughout every aspect of undergraduate digital and print materials.
• Manages the UMC budget for undergraduate marketing.
• Maintains extensive client contact, advising and directing them through marketing strategies, advertising plans, production procedures, and outcome assessment.
• Serves as a liaison between undergraduate clients and UMC staff and administration.
• Assists UMC leadership in creating and implementing department procedures, strategies and goals.
• Leads and contributes to special initiatives such as coordinating photo and video shoots, developing RFPs, and launching new marketing initiatives.
• Additional duties as needed.
• Intercampus and light travel is necessary.

QUALIFICATIONS:

• Minimum of 5 years’ experience in communications in an academic, not-for-profit, or professional communications field required.
• Bachelor’s degree preferred, ideally in English, business, communications, marketing, or equivalent.
• Must be curious, conscientious, articulate, adaptable, and collaborative.
• Must have strong writing, communication, listening, and problem-solving skills, as well as an eye for design.
• Candidate must be self-motivated, efficient, and detail-oriented.
• Demonstrated ability to manage collaborative processes as well as client and vendor relations through multiple projects with tight deadlines and budget restrictions is a must.
• Demonstrated ability to engage audiences across multiple channels; demonstrated use of both traditional and emerging media platforms.
• Excellent editorial skills are required.
• Experience with academic admissions, recruiting communications, marketing to Gen Z and utilizing various social media channels for marketing and advertising purposes preferred.
• Experience coordinating photo and video shoots preferred.
• Experience using Google Analytics or other web analytics tools preferred.
• MAC experience with a working knowledge of Google Suite, Adobe, 4C electronic prepress, are a plus.
• Knowledge of printing and best practices in pre-press and print production techniques preferred
• Experience working in a web content management system (CMS) is a plus.
• Willingness to learn and champion Fordham’s Jesuit and Catholic mission and identity.
SALARY: Commensurate with experience
FLSA CATEGORY: Exempt
START DATE: ASAP
SEND LETTER AND RESUME TO: Mark Lenz
Director of Client Services
mlenz@fordham.edu

Please include position title and number in subject line.
No phone calls, please.

Fordham University is committed to excellence through diversity and welcomes candidates of all backgrounds.
Fordham is an Equal Opportunity Employer – Veterans/Disabled and other protected categories