ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: GSS Communications & Marketing Director

DEPARTMENT: Graduate School of Social Service
Lincoln Center

POSITION SUMMARY:
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; and collaborates with the GSS Assistant Dean of Admissions, 2U partners, in the development and oversight of all School related marketing and communications.

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.
- Perform other duties as assigned by the Dean.

QUALIFICATIONS:
- BA required in liberal arts
- Minimum 3 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

SALARY: Commensurate with experience

FLSA CATEGORY: Exempt

START DATE: ASAP

SEND LETTER AND RESUME TO: Lue McWilliams
smcwilliams@fordham.edu

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