Position: A07760

ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: Social Media Marketing and Events Manager

DEPARTMENT: Gabelli School of Business
Lincoln Center

POSITION SUMMARY:
Reporting to the Associate Director of Marketing, Communications, & Events, the Social Media Marketing and Events Manager is responsible for the curation and implementation of social media strategy as well as special event planning and execution, including graduation, speaker series events, and Dean’s Office events. This role will also serve as general support to the Gabelli School marketing team, managing projects autonomously and with team assistance. This individual advances the Gabelli School’s strategic objectives by contributing broadly and flexibly to a range of initiatives.

RESPONSIBILITIES:
• Plans and executes social media campaigns that drive engagement, brand recognition, brand affinity, and provide admissions/enrollment support. This includes creating and managing the social media calendar across various platforms, introducing new platforms where appropriate, and creating and pitching new strategic social campaigns that tell the Gabelli School’s story to engage a variety of audiences.
• Assumes direct responsibility for management of GabelliConnect.com, and email marketing to engage multiple stakeholders, and the creation and management of a comprehensive events and content calendars.
• Creates, organizes, and implements all aspects of strategic in-person/digital events that support the objectives, goals and KPIs of a wide range of stakeholders, working thoughtfully to meet various objectives from student, faculty, and alumni engagement to prospective student enrollment and yield.
• Develops, maintains, and socializes complete communications plans around each event, providing omnichannel marketing support and collaborating with marketing team and other stakeholders.
• Assists the Associate Director of Marketing, Communications, and Events with various marketing efforts for the Gabelli School, including but not limited to print and online activities, external advertising, website content, PR, and Dean’s marketing initiatives.
• Serves as point of contact for various vendors, such as print, gift vendors, freelancers, and other consultants, and running point on such efforts to assist in marketing/event activities and objectives.
• Assumes responsibility for developing and managing templates for presentations, marketing materials, etc., as well as developing new organizational materials for various events and initiatives.
• Serves as a holistic team assistant, assisting across various projects with flexibility as needed.

QUALIFICATIONS:
• Bachelor’s Degree required.
• Academic study in marketing, communication, design, or related discipline preferred.
• Three (3) years professional work experience, events and social media experience required, advertising and traditional marketing experience preferred. Agency/brand experience is a plus.
• Big picture viewpoint; ability to approach campaigns, events, and other initiatives with a clear idea of how to achieve KPIs and meet all stakeholder needs.
• Exceptional sense of self-awareness, understanding where personal expertise can facilitate the team’s goals and ability to learn quickly in less experienced areas.
• Strong, proven track record of autonomous or semi-autonomous events management; inclusive of detailed marketing plans, events marketing, RSVP management, and recap reporting.
• Strong writing, editing, and multimedia skills, particularly the ability to produce compelling copy, photography, and video that appeal to Fordham’s various audiences.
• Experience using design software preferred (InDesign, Canva, video editing), content management and social media management tools (Sprout Social, WordPress, Planoly, etc.).
• An understanding of marketing approaches and ability to utilize metrics-based marketing tools.
• Ability to write creative briefs and give clear design and editorial direction and feedback.
• High-energy, creative, problem-solving approach; the ability to come up with bright ideas.
• Capacity to perform well on tight deadlines and the ability to shift hours occasionally to support special events held in the evenings and on weekends.

SALARY: Commensurate with experience

FLSA CATEGORY: Exempt

START DATE: July 2021

SEND LETTER AND RESUME TO: gsbcommteam@fordham.edu

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