



FORDHAM UNIVERSITY

THE JESUIT UNIVERSITY OF NEW YORK

Position: A01760

Date: 10.07.21

ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK:

**Assistant Director/Marketing & Digital Communication-
Student Engagement**

DEPARTMENT:

**Career Services
Rose Hill**

RESPONSIBILITIES:

- Creates, implements, and executes a comprehensive marketing plan for the Office of Career Services; both campuses.
- Collaborates, with Director and Sr. Associate Directors and team to create the foundation necessary to maintain the brand for the Office of Career Services and increase awareness and brand on campus and nationally.
- Oversees the creation of office brochures, posters/flyers, event marketing materials, and related publications and website.
- Creates opportunities through technology and other means to better promote events, programming, and services at both campuses. Creates innovative ways to engage students on both campuses through interdivisional and intra-divisional partnerships.
- Cultivates long-term relationships with faculty, deans, and student leaders to increase the quantity and quality of student engagement.
- Manages all social media initiatives (Facebook, Twitter, Instagram, YouTube, LinkedIn, blog) and develops content when necessary; ensures brand unity across all channels, and partners with student ambassadors on content and branding.
- Advances Employer Relations initiatives of the university and department; maintains relationships with recruiters and promotes their events and job openings via the blog and social media.
- Supports Associate and Assistant Directors in the implementation of programs to address the career interests of students, alumni, and recruiters.
- Collaborates with Student Engagement Strategists to promote Handshake and FDS and ensures the office is represented and visible on campus.
- Works closely with Fordham Career Ambassadors to support their events, marketing strategies, and programming.
- Seeks out training in TerimalFour, Jadu, and other technological areas to implement changes to the website.
- Develops, directs, and edits video projects as necessary; collaborates with the Marketing Department on YouTube video release.
- Represents the Office of Career Services at other departments' panels, orientations, and other events, as needed.
- Delivers workshops weekly and provides individual counseling for students and alumni.
- Manages a caseload of graduating seniors to ensure post-graduate plans are reported.
- Provides career counseling to Fordham students once trained on our counseling model and approach.
- Attends various on-campus and off-campus events, including University and Alumni events.
- Responsible for other special projects as assigned.
- Supports administrative duties Rose Hill Campus as needed.

QUALIFICATIONS:

- M.A./M.S. in relevant area preferred. B.A./B.S. in relevant area required.
- Minimum 2-3 years' experience in marketing, social media, higher education, career services, human resources, or employer relations.
- Significant and related work experience will be considered in lieu of completing academic qualifications.
- Must be knowledgeable of latest technological advancements/resources in career services and have a strong understanding of social media trends and the future of social media and digital media.
- Must possess excellent leadership, management, organizational, interpersonal, public speaking, and time-management skills.
- Must be creative, highly motivated, possess strong attention to detail, and have excellent written and verbal communication skills.
- Should demonstrate ability to develop rapport with a variety of constituents such as students, employers, administrators, & faculty.
- Should possess skilled knowledge of Microsoft Word, PowerPoint, Excel & Publisher.
- Knowledge of Adobe Photoshop, Illustrator, Adobe Creative Suite, Canva is preferred. Final Cut Pro is also preferred.
- Should have an understanding of social media management, including Facebook, Twitter, Hootsuite, LinkedIn, Instagram, Snapchat, Pinterest, blogs, YouTube)
- Willingness to travel, work morning and evenings and occasional weekends.

SALARY:

Commensurate with experience

FLSA CATEGORY:

Exempt

START DATE:

ASAP

SEND LETTER AND RESUME TO:

crobson1@fordham.edu

*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*