Administrative Position Announcement

Title of Position/Rank: Senior Director/Marketing and Communications

Department: Gabelli School of Business
Lincoln Center

Position Summary:
The Senior Director of Marketing and Communications, as a member of the Dean’s senior leadership team, positions the Gabelli School of Business among the leading business schools through leading, developing, and implementing strategic, integrated, multimedia marketing and communications efforts aligned with the School’s mission and priorities, while increasing the visibility and reputation of the Gabelli School of Business internally and externally.

Responsibilities:

- **Provide both strategic and tactical direction for the School’s marketing efforts.**
  - Develop, implement, and evaluate a dynamic marketing and communication strategy to increase the visibility of the Gabelli School and enhance its image and position, inclusive of undergraduate programs, graduate student recruitment, executive education, center & institute initiatives, development and alumni relations, and internal messaging, as well as strengthen and expand relationships with external partners.
  - Serve as steward of the School’s brand identity and initiatives, ensuring consistent messaging and quality.
  - Recommend to Dean short- and long-term goals to ensure overall health and vitality to the School.
  - Partner with the University’s Marketing and Communications team to ensure appropriate coverage for the school’s events and activities; ensure consistency of messaging.

- **Lead the development and execution of a strategic and comprehensive marketing and communications plan for the Gabelli School of Business.**
  - Lead strategic communications, using all available methods, and oversee creation of marketing publications in print, email, and electronic media to serve stakeholders including students, alumni, faculty, prospective faculty, university leadership, alumni, and media.
  - Develop an engaging communication strategy, advertising plan and new recruitment materials for the School’s graduate and executive programs.
  - Create a purposeful approach to positively position the School for undergraduate and graduate program rankings, including a communication plan encompassing academic deans, alumni, industry leaders, and other influencers.
  - Develop and oversee broad media relations strategy and messaging for local, national, and international media, fostering relationships with key journalists to promote the School and faculty. After Dean, serve as primary spokesperson, responding to media queries and sharing news with media. Actively solicit media interest and ensure appropriate response to media requests. Advise Dean and faculty on media opportunities; counsel on communications strategies, opportunities, and techniques.
  - Oversee strategy and implementation of, as well as editorial direction and oversight for, GSB’s website, print / digital efforts (including Fordham Business Magazine), and social media.
  - Provide GSB constituents with the marketing support they need to achieve their goals.

- **Evaluate & manage market assessments and performance**
  - Initiate and manage market research initiatives; use data analytics to develop and maintain database and measurement tools to assess effectiveness of marketing activities.
  - Evaluate and implement business customer retention marketing tactics and opportunities.
  - Use latest research and trends to ensure marketing and communication reaches a variety of local, national & international constituents.

- **Supervision & school leadership**
  - Recruit, hire, train, and manage all Gabelli School Marketing and Communication team members.
  - Create and manage marketing and communication budget together with Gabelli School Finance and stakeholders.
  - Oversee events that raise the School’s visibility, such as lectures and graduate commencement.
  - Prepare the Dean’s talking points and speeches for internal and external audiences.
  - Serve on various committees and councils.
  - Manage relationships with external and internal suppliers and vendors.
  - Perform other projects as assigned.
QUALIFICATIONS:
• Bachelor’s degree required; Advanced degree preferred.
• 10-12 years’ experience in PR, communications, journalism, or related field, preferably at academic institution.
• Demonstrated experience working at top levels in marketing, communications, and/or media relations.
• Advanced oral, written, and interpersonal communication skills to articulate ideas and issues concisely and persuasively, using appropriate editorial style and English grammar.
• Knowledge of business and financial media.
• Ability to effectively establish and maintain working relationships within a diverse multicultural environment.
• Knowledge of various software & electronic applications; familiarity with data analytics.
• Abilities to think critically and creatively in analyzing complex situations and produce clear communications to address them; anticipate needs, identify and analyze a variety of issues, and identify problems, making recommendations and/or taking action to resolve them; prioritize multiple assignments and meet conflicting deadlines within a dynamic environment; provide strong attention to detail and technical accuracy; maintain strict confidentiality and discretion; and evaluate the quality and ROI of all external vendors selected to work with the marketing and communications team.

SALARY:  Commensurate with experience
FLSA CATEGORY:  Exempt
START DATE:  ASAP
SEND LETTER AND RESUME TO:  egrizzaffi@fordham.edu

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