ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: Assistant Director/Communications and Web Manager

DEPARTMENT: Office of Student Financial Services

POSITION SUMMARY:
Under the direction of the Director of Compliance for Student Financial Services and the Bursar, the Communications and Web Manager for Student Financial Services assists in managing the Student Financial Services website, external communications, and marketing materials. Provides leadership, administrative effectiveness, and financial services through an emphasis on individual attention to students and high-quality customer service.

RESPONSIBILITIES:
• Coordinates and manages the development of marketing materials.
• Drafts preliminary language for all Student Financial Services web and print content.
• Creates and updates site content and graphics, monitors performance, identifies and evaluates improvement options, and maintains site appearance and links.
• Develops and maintains communication plans and templates.
• Manages internal communications and content for the internet/intranet sites.
• Develops and launches all communications to various student populations.
• Maintains analytics on incoming/outgoing communications from the Office of Student Financial Services.
• Develops and enhances communications-related performance metrics to measure effectiveness, progress, and business impact.
• Researches and analyzes market trends to learn what elicits action from our target audiences, then use these insights to inform writing and creation of various communication and marketing materials.
• Identifies appropriate and effective vehicles to reach specific markets/populations.
• Keeps Enrollment Group staff informed of all electronic communications from Student Financial Services.
• Is involved in all aspects of financial aid administration including, but not limited to, counseling of students and parents, needs analysis, processing of applications, and packaging.
• Participates in professional development workshops.
• Works closely with University Media and Marketing Department.
• May be required to work at other Fordham campuses. Some evening and weekend work required.
• Assumes other tasks as assigned.

QUALIFICATIONS:
• Bachelor’s degree in Liberal Arts or Business.
• Must have advanced knowledge of Microsoft Office software.
• Minimum three years’ diverse experience in financial aid preferred.
• Ability to analyze large amounts of data preferred.
• Proven ability to convey complex subject matter clearly and accurately.
• Proven time management and problem-solving skills.
• Must be committed to quality customer service.
• Must possess excellent interpersonal, administrative, management, and oral presentation skills.

SALARY: Commensurate with experience

FLSA CATEGORY: Exempt

START DATE: ASAP

SEND LETTER AND RESUME TO: ffreeman@fordham.edu

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