Position: A06035
Date: 8.14.18

ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION: Associate Director of Marketing and Analytics
DEPARTMENT: Gabelli School of Business, Lincoln Center

OVERVIEW:
The Associate Director of Marketing and Analytics uses data-driven approaches to inform improvements to marketing and admissions practices at the Gabelli School. Reporting to the Director of Marketing and Communications, this individual primarily serves the graduate admissions office, and therefore also maintains a close working relationship with the Associate Dean of Graduate Studies and the Senior Assistant Dean of Graduate Admissions and Advising. He or she contributes to the school’s overall efforts to expand its market share in graduate education, including assessing U.S. and international market viability and planning and executing marketing approaches to increase applications and enrollment.

RESPONSIBILITIES:

Analytics
- Maintains access to the full array of graduate admissions data in the Slate CRM system and provides reporting on key admissions metrics weekly and by request for the Dean and the Senior Assistant Dean of Graduate Admissions and Advising.
- Develops creative new approaches to displaying admissions data for the benefit of the admissions and marketing teams, inventing new dashboards or improving existing ones where appropriate.
- Prepares updates on admissions data as requested for Gabelli School Council meetings, Advisory Board meetings, and other venues in which the school leadership is making presentations.
- Uses publicly available admissions data from other business schools and national sources to provide cross-comparisons and analyses of broader graduate admissions trends.
- Assesses international and U.S. regional markets and provides the graduate admissions team with insight on market-expansion prospects.
- Conducts localized market research projects with matriculated and non-matriculated graduate students to identify avenues for improvements in admissions and marketing techniques.
- Collects and analyzes available data on Gabelli School marketing initiatives and provides assessments of their effectiveness to the Director of Marketing and Communications.
- Develops and maintains marketing dashboards, including for paid search and social advertising. Works with marketing colleagues adjust approaches based on findings.

Marketing
- Manages admissions marketing, including recruitment marketing needs: print collateral, digital campaign support, website updates, CRM email communications and other channels as needed.
- Serves as a liaison between the graduate admissions office’s leadership team and the marketing and communications team to ensure alignment of priorities and clear lines of communication.
- Takes a lead role in program-level marketing for the Master of Science programs. Develops and executes program-specific marketing and advertising initiatives for the MS programs as assigned by the Director of Marketing and Communications. This may include preparing web copy, contributing to and/or project-managing the production of print collateral, identifying venues for targeted external advertising, project-managing the production of advertising material, running social media initiatives, and executing approaches such as email or experiential marketing.
- Under the guidance of the Director of Marketing and Communications, manages a pool of budget funds devoted to admissions marketing and MS programs.
- Participates in cross-functional activities with the graduate admissions team and with staff from other units in the Gabelli School and around the University, as assigned.
- Explores new and innovative outreach initiatives (e.g., digital and social media channels) and pipeline development strategies to generate viable prospects. This includes, but is not limited to, developing relationships with companies and organizations that may serve as sources of graduate applicants, financially sponsored or non-sponsored.
- Manages one or two part-time program assistants and/or graduate assistants who support the work of the graduate admissions office.

QUALIFICATIONS:

Required:
- Bachelor’s degree or equivalent, plus 3 to 5 years of relevant work experience.
- Strong background in the analysis and interpretation of large data sets, and an understanding of using metrics to drive performance. Mastery of Excel, Google Analytics, and other analytics software is essential.
- Strong interpersonal and communication skills, especially a fluency in dealing with stakeholders at all levels, including alumni, executives, and human resources staff.
- Excellent organizational and project-management skills, attention to detail, ability to work under pressure in a fast-paced environment, and ability to work well both independently and as a team. Familiarity with marketing and advertising, especially digital marketing and paid/organic search.
- Strong technology skills, particularly with the Microsoft Office suite.
- When necessary, capacity to work occasional evenings and weekends for admissions and recruiting events; some travel may be necessary (<10%).

Preferred:
- Master’s degree in business or another relevant field.
- Marketing experience in an academic (management education), e-commerce, luxury product, technology, or startup environment.

SALARY: Commensurate with experience
STARTING DATE: 10.22.18
Send Cover Letter and CV to: gsbcommteam@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.