TITLE OF POSITION/RANK: Director of Marketing and Communications

DEPARTMENT: Gabelli School of Business, Lincoln Center

OVERVIEW:
Reporting to the Senior Director of Operations, the Director of Marketing and Communications holds primary responsibility for developing and executing branding and marketing initiatives that will enhance the reputation and visibility of the Gabelli School of Business. This is a role that requires advanced-level collaboration with stakeholders across all areas of the school and includes the supervision of the associate and assistant director(s) of marketing, communications, and events.

RESPONSIBILITIES:
- Develops marketing and communications plans that advance the school’s short- and long-term goals, especially with regard to developing its reputation on the national and global stage.
- Draws on a depth of knowledge and experience in marketing and communications to design initiatives that resonate with audiences, establish the school as a unique and leading institution in business education, and highlight the strengths of the faculty and student community.
- Utilizes cutting-edge skills in social-media marketing and communications techniques to engage new and current audiences, and guides junior staff on using data to inform progress.
- Oversees the ongoing brand campaign for the school. Leads the committee of staff members who contribute to the campaign. Manages the branding and advertising budget.
- Works in collaboration with both the graduate admissions office and the undergraduate academic team on marketing and communications initiatives to attract academically talented students.
- Serves as the Gabelli School’s main point of contact with key partners, including the university-wide marketing and communications teams, the school’s branding agency, and its media buyers.
- Holds final responsibility for the content, timeliness, and accuracy of the school’s website and works collaboratively with the Gabelli School marketing team (with regard to content) and the technology group (with regard to functionality) to ensure excellence. In particular, optimizes the school’s performance in both organic and paid search.
- Supervises the production of all print and online collateral. This includes but is not limited to out-of-home advertising, viewbooks, program booklets, postcards, posters, handouts, web display advertisements, social-media advertisements, and Fordham Business magazine.
- Provides comprehensive communications support to the Dean. This includes but is not limited to speechwriting, researching and preparing slide decks, and composing official letters and email messages upon request.
- Serves as the school’s in-house writer.
- Regularly monitors the communications team email account and delegates tasks as needed.

QUALIFICATIONS:
- Master’s degree preferred; bachelor’s degree required. Academic study in marketing, communication, or a related discipline is preferred.
- Ideally eight to 12 years of experience in a marketing and communications capacity, with a demonstrated record of performance.
- Excellent project-management skills and the capacity to coordinate the efforts of multiple contributors.
- An advanced understanding of marketing approaches and the ability to apply a broad set of marketing tools to meet metrics-based goals.
- Capacity to perform well on tight deadlines.

SALARY: Commensurate with experience
START DATE: ASAP
SEND LETTER, RESUME TO: commjobs@fordham.edu

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