ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: Associate Director of Marketing, Communications and Events

DEPARTMENT: Gabelli School of Business, Rose Hill

OVERVIEW:
The Associate Director of Marketing, Communications and Events plays a primary role in managing projects in the areas of enrollment marketing, reputation and visibility enhancement, and community development. He or she contributes to ensuring that marketing, communications, and events initiatives are completed on deadline and at a high level of quality.

RESPONSIBILITIES:

- Reporting to the Director of Marketing and Communications and in cooperation with the Assistant Directors of Marketing, Communications, and Events, contributes to the development of a strategic marketing and communications plan that will achieve short-term and long-term goals.
- Manages administrative staff who are involved in the logistical planning and execution of school-wide and dean’s office events.
- Holds final responsibility for the management of the student workers who are hired by the dean’s office to work with the marketing and communications team.
- Oversees the planning and execution of the graduate-level diploma ceremony, including managing the resources, staff and financial, that are allocated to this event.
- Serves as a resource and mentor to the Assistant Directors.
- Identifies, plans, and executes internal and external marketing efforts for the Gabelli School, including but not limited to print and online marketing, external advertising, website content, social media, and event planning and marketing.
- Collects and analyzes all data needed to understand the effectiveness of marketing and communications efforts, incorporating industry benchmarks, internal metrics, market research, and other information as needed.
- Offers an informed perspective on matters of institutional branding. Acts as a representative and guardian of the Gabelli School brand, ensuring its full expression in all materials and events, and educating colleagues throughout the organization on how to capture the brand in their work.
- Ensures that all text, photography, and video elements emerging from the school are tailored to key audiences, especially current and prospective students.
- Provides understanding and insight into the needs, desires, and communication preferences of the Gabelli School’s primary target markets, concentrated in the range from 16-year-old prospective undergraduates to MBA candidates in their late 20s and early 30s.
- Generates ideas, concepts, and themes for new and existing special events that will enhance the Gabelli School community.
- Plans and executes special events at the Rose Hill and Lincoln Center campuses.
- Appropriately markets events to attract wide audiences as necessary, and ensures high visibility for events that stand to enhance the school’s reputation.
- Manages the comprehensive annual calendar that provides a holistic view of all marketing and events initiatives.
- Acts as one of the Gabelli School’s main points of contact on marketing and communications topics for key internal stakeholders, such as the business faculty, the graduate admissions office, the University-wide marketing and communications group, and the Personal and Professional Development Center staff.
- Acts as one of the main points of contact for key consultants and vendors, such as brand agencies, traditional and/or online media buyers, graphic designers, photographers, and videographers.
- Assists the Director of Marketing and Communications in monitoring and tracking finances.
QUALIFICATIONS:

- Bachelor’s Degree preferred. Master’s Degree desirable. Academic study in marketing, communication or a related discipline is preferred.
- Six to eight 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.
- Ability to provide leadership in the areas of event planning, event management, and event marketing, including the ability to shift hours occasionally to support events held in the evenings and on weekends.
- Capacity to perform well on tight deadlines.

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

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