

Job Vacancy Notice

Job Title	Communications Director - President's Office
Job ID	24985
Location	Hostos Community College
Full/Part Time	Full-Time
Regular/Temporary	Regular

POSITION DETAILS

Reporting directly to the President, the Communications Director will be a member of the executive leadership team, directing all of the College's communications and public relations efforts. The selected candidate will also serve as the President's Press Secretary and leverage opportunities to promote the visibility and reputation of the College.

Duties include, but are not limited to, the following:

- Develops, implements, and oversees integrated communications, branding, graphic design, and digital engagement projects for campus leaders across College divisions.
- Develops and oversees integrated communication campaigns.
- Delegates and supervises the work of the communications staff from assigning stories to copy editing.
- Oversees the creative services team responsible for institutional branding projects.
- Maintains an awareness of risks that may negatively impact the College's image.
- Oversees the production timeline and content development of special college-wide publications from newsletters to commemorative issues.
- Oversees the College's web and social media content for news, events, and announcements.
- Oversees, supervises, and delegates the collaboration of inter-college communication.
- Develops and implements a 3-year communications plan aligned with the College's Strategic Plan.
- Researches and drafts speeches, talking points, op-eds, and other critical communications materials for the College.
- Serves as a liaison to outside constituencies upon the President's request.
- Handles highly confidential matters for the President or designee.
- Acts as official liaison for internal and external commissions, connecting all the major divisions of the College: Office of Academic Affairs, Administration and Finance, Student Development and Enrollment Management, Continuing Education and Workforce Development, and Institutional Advancement.
- Establishes, cultivates and maintains a professional and balanced working environment with a wide-ranging representation of cohorts of all ranks of Hostos Community College, The City University of New York, community and cultural leaders of the New York City Tri-State area, the press and beyond.
- Leads an effective team of inter-campus collaborators.
- Evaluates division and unit activities and financial reports to devise ways of leveraging resources for long-term projects.
- Essential duties require on-campus presence.

QUALIFICATIONS

Bachelor's degree and eight years' related experience required.

The following qualifications are preferred:

- Proven track record of developing and managing large-scale projects and leading teams.
- Expertise in managing press relations at all stages of the news cycle, especially when “breaking.”
- Experience working with video production, social and new media, web and print.
- Ability to skillfully manage deadlines and work in a fast-paced environment.
- Proficiency with Microsoft and OS office suites; savvy navigating interfaces of content management systems; and have one additional editing application type such as but not limited to, Photoshop, InDesign, editing audio in Garage Band, or Video in Final Cut.
- Superior copy writing skills for all matters of narrative.
- Ability to cultivate, establish and maintain a professional and balanced working environment with internal and external stakeholders of all educational and professional ranks.
- Exceptional communications and interpersonal skills.
- Exceptional project management and production execution skills.
- Proficiency with technological trends.
- Advanced knowledge use of Microsoft Office, Excel, Power Point.

CUNY TITLE OVERVIEW

Directs College communications and public relations efforts.

- Establishes goals consistent with the College mission and works collaboratively with senior management to develop short- and long-range plans to further College outreach
- Develops and maintains comprehensive press, public relations, and internal communications strategies
- Represents the College to a variety of external and community organizations, establishing good working relationships and two-way communications on areas of common interest
- Oversees College web site and other major communications vehicles, such as publications
- Plans, organizes, and implements special events including conferences, receptions, and informational programs
- Develops and implements campaigns to foster awareness of College activities and initiatives
- Researches and develops speeches and other critical communications by senior management
- Maintains media relationships and serves as spokesperson representing the College
- Identifies and leverages opportunities to promote the visibility and reputation of the College.
- Performs related duties as assigned.

Job Title Name: Communications and College Relations Director

CUNY TITLE

Higher Education Officer

FLSA

Exempt

COMPENSATION AND BENEFITS

Salary commensurate with education and experience.

CUNY's benefits contribute significantly to total compensation, supporting health and wellness, financial well-being, and professional development. We offer a range of health plans, competitive retirement/pension benefits and savings plans, tuition waivers for CUNY graduate study and generous paid time off. Our staff also benefits from the extensive academic, arts, and athletic programs on our campuses and the opportunity to participate in a lively, diverse academic community in one of the greatest cities in the world.

HOW TO APPLY

Applicants must apply online by accessing the CUNY website at www.cuny.edu and navigating to the following links: "Employment" and "Search Job Postings"

Please attach cover letter, resume, and three professional references.

*Candidates will be required to provide proof of being fully vaccinated against COVID-19 upon commencing employment. Exemption (medical or religious) requests to this requirement will be considered in accordance with applicable law. Being fully vaccinated is defined for this purpose as being at least two weeks past their final dose of an authorized COVID-19 vaccine regimen. Final candidates must be fully vaccinated as of their first day of employment.

CLOSING DATE

Open until filled with review of applications to begin September 12, 2022

JOB SEARCH CATEGORY

CUNY Job Posting: Managerial/Professional

EQUAL EMPLOYMENT OPPORTUNITY

CUNY encourages people with disabilities, minorities, veterans and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA /Vet/Disability Employer.