
Job Title	Program Manager, Marketing & Communications Hub
PVN ID	BA-2411-006585
Category	Managerial and Professional
Location	BARUCH COLLEGE
Department	Starr Career Development Center
Status	Full Time
Annual Salary	\$65,000.00 - \$68,000.00
Hour(s) a Week	35
Closing Date	Jan 10, 2025 (Or Until Filled)

General Description

The Marketing and Communications Hub seeks a supportive, flexible, and detail-oriented professional to serve as one of two Program Managers. The Program Manager will report to the Hub Director and be directly involved in program planning and execution; responsible for student recruitment and support. Our programs are fast-paced and require strong critical thinking and problem-solving skills.

About the Program:

The CUNY Marketing and Communications Hub at Baruch houses two CUNY-wide initiatives. Career Launch and Spring Forward invites four college campuses to serve as industry hubs. Each hub specializes in internship placements within specific industries. Students apply to their hub of choice and once accepted, explore their careers by interning in a job related to their major that requires a college degree. The Marketing & Communications hub recruits students from throughout CUNY who have not had substantial paid professional experience but who are ambitious, bright, and ready to apply what they have are learning in the classroom in the professional world.

The hub matches students to their designated worksites and manages relationships between student interns and employers. Interns can build skills, extend their professional networks, add to their resumes, and contribute to employers throughout NYC's key industries: Community and Social Services, Healthcare, STEM and Green, and **Marketing and Communications**. Employers benefit from CUNY students' many talents and knowledge.

About the Position:

The Marketing and Communications Hub Program Manager will be an employee of The Research Foundation of CUNY and will report to the Hub Director. This is a full-time, temporary, hybrid position beginning in January 2025 through June 2025, with the possibility of extension. The on-site location is Baruch College.

Other Duties

Reporting to the Hub Director, the Program Manager is responsible for ensuring all students within their hub are matched with an employer. The Program Manager will coordinate the student application process, facilitate recruitment, training, and matching. They will work closely with the employer-focused Program Manager to ensure all stakeholders receive consistent support and messaging.

Hub Program Support

- Assist with implementation of the Spring Forward program at the hub level
- Support the Hub in program roll-out and execution for Spring Forward/Career Launch
- Manage the training of student interns on processes, tools, policies and work readiness
- Manage the recruitment and matching process of student interns
- Proactively address and follow up with student issues as they arise
- Engage regularly with employer-focused program manager to create performance improvement plans and resolve other worksite issues
- Collaborate with Marketing and Communications Hub staff to create a seamless, successful, and impactful experience for campus, students, and employers
- Use data tracking tools to record, pull reports, and analyze relevant program data
- Complete other duties as assigned

Qualifications

The successful candidate will have the following knowledge, skills and abilities:

- Bachelor's Degree; matriculation in an advanced degree in social work, higher education administration, or social science discipline preferred
- At least two (2) years' experience in administration of complicated and fast-paced programs; professional consulting experience is a plus
- Incredibly strong administrative and critical thinking skills; ability to anticipate problems, research and implement solutions
- Outstanding verbal and interpersonal communication skills to work and interact effectively, collaboratively, and cooperatively with a diverse community of students, faculty, staff and external partners
- Strong computer proficiency using standard office software programs and CRM databases, in particular Microsoft Office and Excel or Google Sheets
- Experience working collaboratively in a team-oriented and outcomes-focused environment
- Ability to thrive in a fast-paced, dynamic, and ever-changing work environment

Preferred Qualifications

- Experience in workforce development, career services, student services, education, or a related non-profit field
- Experience with implementation of a first-time program
- Intermediate data analysis skills
- Public speaking or group facilitation experience