

Job Title	Director of Sales and Marketing
PVN ID	GS-1806-002564
Category	Administrative Services
Location	The GRADUATE CENTER
Department	Conference Services
Status	Full Time
Annual Salary	\$108,000.00 - \$115,000.00
Hour(s) a Week	35
Closing Date	Jul 09, 2018 (Or Until Filled)

General Description

Charged with shaping and enhancing The Graduate Center's messaging and reputation, the communications division produces strategic and tactical communications plans and print, digital, video, and social media assets in support of institutional goals. In addition, the communications team prepares marketing materials including reports and data summaries, and event and targeted meeting materials for senior leaders including the president, provost, deans, vice presidents and campus partners. The team also supports the Graduate Center's external relations efforts including engagement with city, state and federal elected officials.

A key member of the communications and public affairs team, the Director will report to the vice president for communications and public affairs and help develop and execute the GC's annual communications, conference services and external relations program. This program seeks to advance the GC's mission and goals through collaborative and beneficial relationships with non-profits and community-based partners. The director will help ensure the execution of the strategy by supporting and assisting on special projects including special events.

Other Duties

Conference Services and Sales

- Supervise division staff
- Develop annual budgets
- Provide leadership for all division planning and budgeting and serve as liaison to the Research Foundation and The Graduate Center Business office for business transactions and operations
- Review all contracts
- Lead change management efforts to implement effective and efficient sales operations including the implementation of:
 - the new pricing structure for external clients
 - the administrative fee and the development of a FFE (Furniture, fixtures and equipment) list of

- annual priorities
 - policies and procedures for internal events
 - new billing and contracting procedures
 - increased use of technology to streamline processes and increase accountability
 - revenue forecasting
 - quarterly reporting of revenue and expenses
- Develop and execute a growth plan
- Complete a deep dive into current operations to understand the current scope of work and workflow
- Create Communication and Marketing Plan based on the findings of the review including the development of collateral and updated website.
- Enhance online visibility (SEO, SEM) collateral and a revised website
- Upgrade EventPro or adopt new CRM software
- Based on prior year's income and workflow, create achievable benchmarks and sales goals

Special Events

- Coordinate the planning and logistics of large-scale GC events including commencement and convocation
- Collaborate with colleagues in the office of the president, student affairs, advancement and office of the president to produce successful programs and events
- Chair planning team meetings and assign roles and responsibilities

Enrollment marketing

- Establish strategic direction and priorities for enrollment marketing
- In consultation with the VP for Communications and public affairs, dean of masters and director of admissions in alignment with the goals and objectives, develop an overall enrollment marketing plan
- Oversee and manage the development, production and distribution of enrollment marketing assets including email marketing, promotional copy, print materials, web content, photography, video, etc. from conception to deployment.
- Work closely with senior leaders in enrollment management and other key stakeholders to review and analyze data on student enrollment to shape strategic direction;
- Regularly re-evaluate the effectiveness of Graduate Center's recruitment programs to ensure alignment with the strategic goals and direction of the Graduate Center.
- Utilizes existing and emerging technologies to communicate and build relationships with students, families, GC and CUNY community to support enrollment objectives
- Maintain GC branding standards for all print and electronic materials and provide editorial support for outbound communications, including e-mail campaigns, promotional materials, video projects and Web site content.
- Develop master schedule and track campaign/project progress to ensure timely completion

General duties

- Effectively supervise, develop, and mentor staff

- Prepare regular assessment reports
- Perform other duties as assigned

Qualifications

Required Qualifications:

- Demonstrated ability to lead teams to complete projects or campaigns on time and on budget
- Expertise in developing, producing, evolving and editing projects and campaigns
- Expertise with enrollment forecasting, social media, and web-based recruitment tools
- Advanced proficiency in data analysis to inform strategic and tactical plans for enrollment management
- Strong organizational and project management skills and a keen attention to detail
- Ability to work both independently and collaboratively
- Ability to work effectively under tight deadlines, and identify and manage project priorities independently
- Must have the ability to multi-task, organized, and work independently
- Must have a high level of customer service skills and attention to detail
- Proficiency in Microsoft Office
- Demonstrable understanding of higher education issues and trends