
Job Title	Communications and Public Relations Manager
PVN ID	HC-2110-004320
Category	Administrative Services
Location	HUNTER COLLEGE
Department	Center for Puerto Rican Studies
Status	Full Time
Salary	Depends on qualifications
Hour(s) a Week	35
Closing Date	Dec 14, 2021 (Or Until Filled)

General Description

CENTRO: the Center for Puerto Rican Studies at Hunter College, is a university-based research institute whose mission is to produce, facilitate, and disseminate interdisciplinary research about the experiences of Puerto Ricans in the U.S. and to collect, preserve, and provide access to archival and library resources documenting the history and culture of Puerto Ricans. To complement these core activities, Centro sponsors a year-round program of educational and cultural events.

Position Summary: CENTRO is seeking a full-time Communications Manager to plan, coordinate and execute a comprehensive communications strategy that includes social media, online newsletter and website content. The Communications Manager will be responsible for content creation, copywriting, editing, and public and media relations in order to raise awareness, engage partners and increase knowledge of and support for our organization.

Principal Duties and Responsibilities:

- Creating consistent messaging to internal and external audiences in alignment with Centro's mission, vision, and values.
- Working closely with the Director to position Centro researchers and staff to serve as thought leaders and community advocates.
- Creating, managing and developing email and social media content, promotional materials, mailers, and website content to engage target audiences in collaboration with Centro's Director and our media, research, library, development and partnerships teams.
- Writing and editing press releases, developing talking points, collaborating on op-eds, presentations, fact sheets, press kit materials, grant proposals and other supporting material, as needed.

Developing & maintaining effective working relationships with media outlets and ensuring maximum visibility for Centro in local, state and regional media outlets

Other Duties

Compensation: Salary commensurate with experience

Benefits: Benefits: Dental insurance, Employee assistance program, Health insurance, Paid time off, Professional development assistance

Application Procedure:

Complete applications should include:

- Cover letter (1 page max) clearly outlining the specific skills and knowledge that you bring to the job and how you are a good fit with the responsibilities of the position
- A resume (2 pages max) with relevant experience, work history, education, and accomplishments
- Sample work (Pdfs, screenshots, and/or links)

Any questions should be directed to: jdejesus@hunter.cuny.edu

Qualifications

Skills & Qualifications:

- Bachelor's degree in Communications, Public Relations, English, Journalism or related field.
- Commitment to and knowledge of Puerto Rican History and Culture in Puerto Rico and its Diaspora
- Experience creating content and managing print and media campaigns
- Excellent writing and editing skills with a strong command of storytelling
- Distilling complex ideas into simple, approachable language for a variety of audiences and channels
- Ability to create and sustain an engaging voice on social media
- Spanish/English fluency preferred
- Commitment to social justice, online advocacy, and digital strategic communications
- Sensitivity, understanding and the ability to effectively interact with individuals, both internal and external, from diverse backgrounds
- Ability to work both independently and as part of a team in a fast-paced, mission driven environment
- Must show proof of full COVID-19 vaccination to enter Hunter College