RESEARCH FOUNDATION CUNY

Careers at RFCUNY
Job Openings

Job Title	Communications Director
PVN ID	HC-2206-004896
Category	Instruction and Social Service
Location	HUNTER COLLEGE
Department	Center for Puerto Rican Studies
Status	Full Time
Annual Salary	$65,000.00 - $85,000.00
Hour(s) a Week	35
Closing Date	Nov 26, 2022 (Or Until Filled)

General Description

CENTRO is seeking a full-time Communications Director to help develop, coordinate and execute a comprehensive communications strategy to engage our audiences, raise brand awareness, and increase support for CENTRO. The person in this role will be in charge of creating social media content, producing a bi-monthly digital newsletter, writing copy for the website and providing strategic vision for overall communications.

Interested candidates must show a demonstrated interest in CENTRO's mission, as well as have a passion for collaborating with community members and organizations.

Principal Duties and Responsibilities:

- Developing consistent messaging for internal and external audiences that aligns with CENTRO's mission, vision, and values
- Creating email and social media content, promotional materials, mailers, and website content to engage target audiences
- Collaborating with CENTRO's team leaders to strategically advance organizational and programmatic goals
- Writing and editing press releases, developing talking points, collaborating on op-eds, press kit materials
- Editing grant proposals, presentations, fact sheets, 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.
- Working closely with the director to position CENTRO researchers and staff to serve as thought leaders and community advocates

Other Duties

Qualifications

- Bachelor’s degree in Communications, Public Relations, English, Journalism or related field preferred
- Experience creating content and managing print and media campaigns
- Excellent writing and editing skills with a strong command of storytelling
- Spanish/English fluency preferred
- 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
- Commitment to and knowledge of Puerto Rican history and culture in Puerto Rico and its diaspora
- Commitment to social justice, online advocacy, and digital strategic communications
- Sensitivity, understanding and the ability to effectively interact with individualsce from diverse backgrounds