

Job Title	Marketing Coordinator
PVN ID	LA-1910-003332
Category	Instruction and Social Service
Location	LAGUARDIA C. C.
Department	Career and Professional Programs
Status	Full Time
Annual Salary	\$70,000.00
Hour(s) a Week	35
Closing Date	Feb 28, 2020 (Or Until Filled)

General Description

LaGuardia Community College (LAGCC) is seeking to hire a Marketing Coordinator for the Cyber Bridge Training Program which is part of the Cyber NYC Cyber Boot Camp Initiative, a collaborative endeavor between New York City Economic Development Corporation and academic and training partners to prepare individuals, especially those from underserved communities, for local jobs in cybersecurity.

NYCEDC's Cyber NYC initiative is a \$100 million suite of public-private investments to establish New York City as a global leader in cybersecurity and catalyze jobs. The initiative will strategically grow NYC's cybersecurity diverse talent pipeline and workforce, help companies thrive, and build networks and community spaces.

The Marketing Coordinator develops and implements the advertising, marketing, and communications for the CyberNYC Bridge Program, to recruit students and build brand awareness.

Other Duties

Other Duties Include, but are not limited to:

- Assist in the development of all strategic and tactical marketing initiatives and plans.
- Create and implement marketing/media plans that include print, online, and social networking opportunities.
- Develop and maintain internal communication systems (intranet, newsletters, emails, corporate announcements).
- Manage the content of the LAG Cyber Bridge website to ensure that they are current, dynamic, and relevant.
- Write, execute, and deploy email marketing campaigns and web content.
- Review web analytics on an ongoing basis and generate monthly reports regarding site traffic.
- Create and periodically refresh web site with relevant information.

- Assist in the development and execution of events such as employer visits and graduations.

Qualifications

- Bachelor's degree in marketing, communications or related subject
- Ability to generate new ideas and processes to improve marketing campaign effectiveness
- Exceptional communication skills and the capacity for working both independently and collaboratively in a dynamic and fast-paced environment
- Experience with digital marketing channels
- Strong copywriting skills
- Some evening hours required