

Job Title	Communications Manager
PVN ID	PS-1706-001868
Category	Managerial and Professional
Location	CUNY SCHOOL OF PROFESSIONAL STUDIES
Department	CUNY School of Professional Studies
Status	Full Time
Annual Salary	\$60,000.00 - \$70,000.00
Hour(s) a Week	35
Closing Date	Oct 19, 2017 (Or Until Filled)

General Description

About the CUNY School of Professional Studies

CUNY SPS provides online and on campus degree and certificate programs that meet the needs of adults who are looking for a seamless way to finish or transition into a bachelor's degree, earn a master's degree or certificate in a specialized field, advance in the workplace, or change careers.

Home to the first fully online degree programs at the City University of New York, CUNY SPS offers fully accredited online degree and certificate programs for students who want the flexibility and convenience of online education.

Since March 2015, CUNY SPS has been collaborating with the NYC Administration for Children's Services (ACS) in the development and management of the ACS Workforce Institute (ACS WI). The ACS WI provides professional development training for front-line and supervisory child welfare and juvenile justice professionals across the five boroughs.

CUNY SPS is recruiting candidates for a new Communications Manager position responsible for the writing and development of key communications including email templates, flyers and other materials to market learning programs, website content, presentations, etc. Ideally this individual will have combined strengths as both a writer and graphic designer. This Manager will also be responsible for developing an overall communication strategy for our learners to ensure well-timed, coherent, action-oriented, consistent messaging that adheres to brand guidelines.

Other Duties

Reporting to the CUNY ACS Workforce Institute Program Director, the Communications Manager will:

- Serve as point of contact for writing and maintaining key communication pieces directed primarily to those

attending our training programs. Examples include marketing flyers, website content, registration confirmations, class reminder emails, special announcements to learners, announcements of new learning programs, changes in policies, etc.

- Develop an overall communications contact strategy applying best practices to maximize impact and drive engagement
- Assess communication needs of stakeholders and establish plans to support
- Work with stakeholders to determine efficient communication practices and create comprehensive procedure documents detailing these practices.
- Track and manage all communication activities against project plans and lead a weekly status meeting
- Draft and maintain key organizational documents including the Brand Style Guide, e-newsletters, communication policies and procedures
- Apply graphic design best practices to communication documents
- Maintain the brand of the WI across all work streams and organizations
- Source and manage vendor relationships with graphic designers when needed, providing clear direction on services needed to support communication deliverables
- QA of communications to learners and learning programs (flyers, etc.):
 - Ensure consistency of message and voice
 - Adhere to style guide
 - Proofread or coordinate the proofreading of learner documents as needed
- Establish a protocol for warehousing communication documents, ensuring a version control procedure
- Occasionally assist in writing presentations
- Perform other related duties as assigned.

Qualifications

Minimum requirements for the position:

- Bachelor's degree, preferably in Communications or English;
- A minimum of two (2) – three (3) years' experience in a communications related position;
- Excellent oral and written communication skills which produce clear and concise materials;

Demonstrated project management experiences and an ability to manage multiple projects simultaneously;

- Strong quality assurance skills with an eye for detail including excellent proofreading skills;
- Strong proficiency with software including Microsoft Word, Excel, Powerpoint, Base Camp, and graphic design programs like InDesign;
- Experience managing vendors, especially graphic designers;
- Proven ability to work independently and collaboratively in a fast-paced, demanding, and complex work environment;
- Experience working in social service, especially child welfare experience/knowledge Experience working on a diverse team, and with diverse constituencies;
- Ability to work independently and collaboratively in a fast-paced and complex work environment; and
- Proven ability to carry out complex assignments and adapt to changing situations and priorities.

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