

Job Title	Deputy Director, Communications
PVN ID	PS-2103-003937
Category	Managerial and Professional
Location	CUNY SCHOOL OF PROFESSIONAL STUDIES
Department	Professional Education and Workplace Lea
Status	Full Time
Salary	Depends on qualifications
Hour(s) a Week	35
Closing Date	May 03, 2021 (Or Until Filled)

General Description

About the CUNY School of Professional Studies:

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 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 degree and certificate programs for students who want the flexibility and convenience of online education. CUNY SPS was ranked in the top 5% in the Nation in U.S. News & World Report's list of the 2020 Best Online Bachelor's Degree Programs.

Drawing on CUNY's nationally and internationally renowned faculty and practitioners, as well as industry and education partners, the School's programs provide opportunities for personal growth, job mobility, greater civic participation, and new ways to advance knowledge.

Within CUNY SPS, the Office of Professional Education and Workplace Learning (PEWL) designs custom workplace learning programs to help organizations achieve their goals. To our partnerships, we bring knowledge of research-based learning practices as well as experience in developing innovative programs.

CUNY SPS partners with Administration for Children's Services (ACS) to develop professional learning opportunities for child welfare and juvenile justice professionals. The collaboration between the two organizations has formed the ACS Workforce Institute (ACS WI).

We're looking for an energetic and creative Communications Director responsible to build and lead a clearly defined marketing and communications strategy that collectively amplify a portfolio of ongoing training programs and initiatives across the ACS Workforce Institute and provide critical resources to program participants and staff. The Communications Director will liaise with various workstreams to develop and implement successful communications strategies and a narrative that aligns with the organization's goals. The Communications Director will report to the Program Director and work closely with ACS senior leadership.

Other Duties

- Hire, onboard and successfully manage a small team of communication, marketing, and design professionals. The Director will also manage vendors and freelancers as necessary to support the work of the ACS WI, creating systems and processes for a smooth and efficient flow of work within the team.
- In partnership with ACS WI leadership, develop a communications strategy, including evaluating current practices against best practices to identify areas for growth and innovation. The Director will lead and implement the development and regular updating of a digital communications strategy that fosters participant engagement and advances the values and work of the ACS WI.
- Drive the planning, content development, data collection strategies and processes for all of the Institute's communication channels, which currently include collateral material, email blasts, a weekly newsletter, periodic communications with staff, and website design and content. On key strategic priorities, the Director will create content and execute strategy.
- Write, edit and review a wide range of communications including program collateral and newsletters. In addition, the Director will provide high-level executive communications support for ACS WI senior leadership team and the Office of Training and Workforce Development.
- Maintain and manage brand integrity.
- Ensure accuracy, quality and appropriate tone for all communications from the ACS WI.
- In conjunction with ACS WI stakeholders, write press releases or other media communications to promote training programs and program initiatives.
- In conjunction with ACS Workforce Institute stakeholders, establish and maintain cooperative relationships with representatives of community, employee, and public interest groups.
- Study the objectives, needs, and goals of the ACS WI to develop public relations strategies that will influence participation of learning programs.
- Manage the creation of digital, video, audio and print content.
- Track engagement across various platforms and make data-driven decisions.
- Manage budget for communications team and ensure compliance.
- Other related duties assigned.

Qualifications

Minimum Qualifications:

- Bachelor's Degree from an accredited college in related discipline required; Communications degree preferred.
- 6-8 years of experience leading communications in non-profit or at an agency (government or community-based organizations experience is strongly preferred); must include at least 4 years' supervisory experience.
- Demonstrated knowledge and proficiency with communications technologies.
- Understanding of copywriting, graphic design, layout, and publishing.
- Working knowledge of content management systems, HTML coding, and digital graphics production, preferred.

- Impeccable copywriting and copy editing abilities.
- Strong leadership track record.
- Excellent verbal communication and presentation skills.
- Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro) and website administration.
- Organizationally savvy with proven ability to drive results in a cross-functional, matrixed organization.
- Proven ability to lead, facilitate, influence, and organize across groups and at multiple levels of the organization
- Exceptional organizational, prioritization, and planning skills.
- Excellent project management skills, multi-tasking and able to effectively perform under tight deadlines.
- Outstanding interpersonal skills; demonstrated ability to build and develop strong relationships.