
Job Title	Communications Specialist
PVN ID	PS-2105-004002
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	Sep 01, 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 Specialist responsible to support communications and marketing needs for a portfolio of ongoing training programs and initiatives across the ACS Workforce Institute and provide critical resources to program participants and staff. The Communications Specialist will liaise with various workstreams to execute successful and consistent high-quality communications strategies and a narrative that aligns with the organization's goals. The Communications Specialist will report to the Program Director and work closely with ACS senior leadership.

Other Duties

- Directly supervise small communications team that includes 2 part-time graphic designers, and 1 full-time coordinator. Review work products of communications team and support team members to ensure high-quality timely materials are delivered to project stakeholders.
- Work closely with project managers, learning managers, and other key staff in the development of communication plans for newly developed learning programs and initiatives.
- Write, edit and review a wide range of communications including program collateral and newsletters.
- Maintain and manage brand integrity.
- Ensure accuracy, quality and appropriate tone for all communications from the ACS WI.
- Serve as a key internal reviewer of all project deliverables ensuring consistency across documents and authors.
- In collaboration with the Learning Management System team, make recommendations to communications strategy to improve learner engagement and reduce registration issues.
- In conjunction with ACS WI stakeholders, write press releases or other media communications to promote training programs and program initiatives.
- Other related duties assigned.

Qualifications

Minimum Qualifications:

- Bachelor's Degree from an accredited college in related discipline required; Communications degree preferred.
- At a minimum, four years' experience managing communication team members (copy editors, graphic designers, etc.)
- At a minimum, five years' experience in copywriting, graphic design, layout, and publishing.
- Demonstrated knowledge and proficiency with communications technologies.
- Working knowledge of content management systems, HTML coding, and digital graphics production, preferred.
- Strong copywriting and copy editing abilities.
- Strong verbal communication and presentation skills.
- Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro) and website administration.
- Proven ability to facilitate and organize projects across groups and at multiple levels of the organization.
- Strong organizational, prioritization, and planning skills.
- Strong project management skills, multi-tasking and able to effectively perform under tight deadlines.
- Outstanding interpersonal skills; demonstrated ability to build and develop strong relationships.