
Job Title	Deputy Director, Communications
PVN ID	PS-2207-004981
Category	Managerial and Professional
Location	CUNY SCHOOL OF PROFESSIONAL STUDIES
Department	CUNY School of Professional Studies
Status	Full Time
Annual Salary	\$90,000.00 - \$103,000.00
Hour(s) a Week	35
Closing Date	Oct 11, 2022 (Or Until Filled)

General Description

About the CUNY School of Professional Studies:

As New York's leader in online education since 2006, the CUNY School of Professional Studies (CUNY SPS) offers the most [online](#) bachelor's and master's degree options at the City University of New York, and serves as the University's only undergraduate all-transfer college. With 24 [degrees](#) and numerous other non-degree and grant-funded workplace learning programs, CUNY SPS meets the needs of adults who wish to finish a bachelor's degree, progress from an associate's degree, earn a master's degree or certificate in a specialized field, and advance in the workplace or change careers. Consistently ranked highly by [U.S. News & World Report](#) for its quality online offerings, and noted for its soaring growth and enrollment, CUNY SPS has emerged as a nationwide leader in online education. The School's renowned and affordable online programs—which offer in-state tuition to all students regardless of where they live—ensure that busy working adults may fulfill their educational goals on their own time and schedule.

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 Deputy Director of Communications 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 Deputy Director 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 Deputy Director will report to the Program Director and work closely with ACS senior leadership.

Other Duties

Duties and Responsibilities:

- Directly supervise small communications team that includes graphic designers, a writer and copyeditor. 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.

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.

Qualifications

Vaccination Requirement: This position is funded by a city grant program which mandates that all employees are vaccinated against COVID-19.

The Research Foundation of the City of New York & Diversity

As a matter of policy and conviction the Research Foundation of the City University of New York attempts, in all personnel activities, to ensure equal employment opportunity for employees and applicants for employment whatever their race, creed, color, ethnic origin, religion, sex, gender identity, marital status, partnership status, caregiver status, age, citizenship or national origin, sexual orientation, veteran status, genetic information, disabilities or any other protected characteristics under applicable law. This applies to recruiting new employees including advertising, interviewing, work assignment, compensation and benefits, selection for training, promotion, demotion, transfer, layoff, or termination.

Diversity is a core value at the Office of Professional Education and Workplace Learning (PEWL) at the CUNY School of Professional Studies (CUNY SPS). We are passionate about building and sustaining an inclusive and equitable working and learning environment for all students, staff, and faculty and believe every member on our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design and deliver solutions.