



Job Title	BCC ASAP Integrated Marketing and Communications Coordinator
PVN ID	VA-1803-002407
Category	Administrative Services
Location	OFFICE OF SR. UNIV DEAN FOR ACADEMIC AFFAIRS
Department	CUNY OAA - ASAP Program at BCC
Status	Part Time
Hourly Rate	\$40.00-\$50.00
Hour(s) a Week	20.00-26.00
Closing Date	May 23, 2018 (Or Until Filled)

General Description

City University of New York Accelerated Study in Associate Programs (CUNY ASAP)

Integrated Marketing and Communications Coordinator, ASAP Bronx Community College (Part Time)

BACKGROUND

Founded in 2007, ASAP is a comprehensive full-time degree pathway program for associate-degree seeking students. ASAP is committed to graduating at least 50% of students within three years through provision of comprehensive support services and financial resources that remove barriers to full-time study, build student resiliency, and support timely degree completion. Key program components include full-time enrollment, block scheduled first-year courses, cohort course taking, financial support, intrusive and mandatory advisement, academic supports such as tutoring, and career services. Based on outstanding program success to date, ASAP is entering its final year of significant expansion to 25,000 students by academic year 2018-2019. Further information is available at www.cuny.edu/ASAP.

Bronx Community College (BCC), one of nine CUNY ASAP partner colleges, is committed to a college-wide expansion of ASAP to all eligible students. The BCC ASAP expansion is a deeply collaborative project between BCC, ASAP and the CUNY Office of Academic Affairs. The Integrated Marketing and Communications Coordinator supports this important collaborative effort, developing and executing a multi-layered marketing and communications strategy that will propel BCC ASAP student recruitment and retention in this last year of BCC program expansion. This position reports to CUNY ASAP's Director for New College Partnerships in the CUNY Central Office, but works at the BCC campus with the BCC ASAP team as well as key departments of the college.

Other Duties

RESPONSIBILITIES & REQUIREMENTS

- In collaboration with BCC's Leadership and its Marketing, Admissions, and Advisement teams, develop a robust strategic marketing and communication campaign that supports ASAP recruitment priorities
- Provide direction to the CUNY/BCC design teams in developing and disseminating high quality print and digital promotional assets that propel an integrated marketing strategy
- Maintain CUNY, BCC and ASAP branding standards in all promotional and communications materials
- Coordinate with the BCC ASAP Expansion team to co-develop project scope, timeline, tasks, milestones and deliverables
- Create and maintain comprehensive project documentation, including analytical data on reach and impact
- Attend CUNY ASAP Expansion Steering Committee meetings as well as all meetings and campus events relevant to meeting ASAP expansion enrollment targets
- Support the ASAP Expansion team as needed

Qualifications

QUALIFICATIONS

- Bachelor's degree in marketing, communications, advertising, business management
- 1-3 years of professional experience in marketing or communications
- Excellent knowledge of Microsoft office, experience with Photoshop and/or InDesign a plus
- Ability to work independently and also function effectively in a collaborative office with diverse internal and external constituents of various levels

COMPENSATION

This is a part time position through June 30, 2019, that will require up to 26 hours per week through June 30, 2018.