

Job Title	Director of Learning & Promotional Content
PVN ID	VA-2503-006750
Category	Managerial and Professional
Location	OFFICE OF SR. UNIV DEAN FOR ACADEMIC AFFAIRS
Department	Office of Careers & Industry Partnership
Status	Full Time
Annual Salary	\$110,000.00 - \$115,000.00
Hour(s) a Week	35
Closing Date	May 11, 2025 (Or Until Filled)

General Description

The Director of Learning and Promotional Content will play a critical role in shaping CUNY's integrated advising and industry engagement initiatives by developing instructional materials and creating compelling promotional content for the Talent, Innovation & Industry Partnership (TIIP) Division. Reporting to Senior Advisor, TIIP, this individual will lead the development of resources designed to train and equip CUNY staff and faculty in supporting career-focused advising and industry engagement and will ensure that TIIP's goals and successes are visible and impactful through dynamic, multi-channel promotional efforts.

The ideal candidate will have a background in instructional design, digital content creation, and marketing, with a proven ability to translate complex concepts into engaging, accessible materials. They will serve as the primary liaison for industry-focused marketing campaigns, managing relationships with key stakeholders, and enhancing the division's visibility to industry partners and the division's visibility across CUNY through digital and social media channels.

Key Responsibilities:

Instructional Content Development

- Lead the creation and facilitation of instructional materials and learning resources to support CUNY staff and faculty in implementing integrated advising practices
- Develop comprehensive guides, training modules, and workshops on CUNY's industry engagement model to ensure effective and consistent implementation across campuses
- Create and develop other instructional content as needed for TIIP
- Collaborate with faculty, academic advisors, and industry specialists to tailor content that meets diverse learning needs and aligns with CUNY's strategic goals
- Ensure instructional materials are designed for scalability and flexibility, enabling campus-level adaptation as needed

Promotional Content and Digital Presence

- Drive promotional efforts for the TIIP Division by creating engaging content for websites, newsletters, and social media, ensuring that all digital channels reflect current initiatives and priorities both externally and internally
- Maintain and update division websites and social media pages, keeping content fresh, relevant, and appealing to industry partners and stakeholders
- Design and oversee targeted campaigns to increase visibility and engagement with industry partners, promoting TIIP's initiatives, events, and success stories

Marketing Campaign Liaison

- Serve as the division liaison for industry-focused marketing campaigns, coordinating between TIIP and CUNY's central marketing teams to align messaging and strategies
- Manage relationships with industry stakeholders, ensuring clear communication and consistent alignment on campaign objectives and deliverables
- Track and report on campaign metrics, providing insights and recommendations to enhance engagement with industry audiences

Stakeholder Engagement and Collaboration

- Build and maintain relationships with campus staff, faculty, and external partners to gather insights and feedback on training needs and promotional content
- Act as the main point of contact for TIIP's industry marketing activities, ensuring cohesive messaging across CUNY's industry engagement initiatives
- Collaborate with other departments and divisions to align learning and promotional content with CUNY's broader objectives and strategic plans

Other Duties

- Perform special projects and other duties as assigned.

Qualifications

Minimum Qualifications:

- Bachelor's degree in Marketing, Communications, Education, Instructional Design, or related field; Master's degree preferred.
- Minimum 5 years of experience in content development, instructional design, marketing, or a related role, preferably within workforce development, higher education or industry partnerships.
- Demonstrated experience in creating instructional materials and resources for diverse audiences, ideally in an educational or corporate setting.
- Proven success in developing promotional content and managing digital and social media channels.
- Strong project management skills with the ability to manage multiple priorities and deliverables.
- Excellent written and verbal communication skills, with a strong eye for detail and a creative approach to content creation.

- Familiarity with content management systems (CMS), social media platforms, and digital analytics tools.
- Ability to work collaboratively across departments and with external stakeholders, with a focus on clear communication and relationship building.

Preferred Qualifications:

- Experience with e-learning platforms and digital instructional tools.
- Knowledge of integrated advising and industry engagement best practices.
- Proficiency in graphic design or video editing software (e.g., Adobe Creative Suite) for creating multimedia content.

Physical Requirements

- This is a 70/30 hybrid position, subject to change. Remote work arrangements are not a right or entitlement of employment and, as such, are discretionary and subject to operational needs unless otherwise provided by the CUNY Flexible Work Guidelines
- This position operates in a professional office environment. This role routinely uses standard office equipment such as personal computers, laptops, tablets, smart phone, photocopiers, filing cabinets and other presentation materials
- While performing these duties, the employee is required to perform physical activities such as, but not limited to, lifting items (up to 20 pounds), bending, reaching, sitting for prolonged periods of time.
- Ability to travel to other CUNY sites as needed.