

Job Description

Job Title:	Communications and College Relations Director
Job ID:	16971
Location:	Hostos Community College
Full/Part Time:	Full-Time
Regular/Temporary:	Regular

POSITION DETAILS

Hostos Community College seeks a Communications and College Relations Director. As head of the Communications Department, the Director serves as the primary liaison to local, national and international media outlets. The Department's mission is to support and promote the College and the accomplishments of our students, faculty, staff, and alumni. The Department produces written communications, including press releases, newsletters, statements, talking points, opinion pieces, and a variety of college publications. The Director collaborates closely with the President and the Executive Cabinet to document and share information with the community. The Director plays an integral role in supporting the College's relationships with community leaders and organizations, local, state and federal political leadership, and key CUNY administrative departments. The Director works closely with these partners to stay current on strategic priorities, issues and policies. The Director manages the College's web news pages; may advise faculty and staff on responding to media interview requests; and helps publicize and promote activities and initiatives that support recruitment, institutional branding, fundraising and marketing.

The Communications and College Relations Director reports directly to the Vice President for Institutional Advancement.

In addition to the Title Overview, the Director performs the following:

- Develops and implements a five-year marketing and communications plan to raise public awareness and maximize the visibility of the College.
- Develops and manages College's online outreach strategy.
- Oversees branding efforts to refine and strengthen institutional identity and image.
- Identifies and engages corporate partners and celebrity talent through sponsorships, special events and other cause-related marketing opportunities.

QUALIFICATIONS

Bachelor's degree and eight years' related experience required.

The following qualifications are preferred:

- Availability to work evening and weekend hours
- Bilingual skills

CUNY TITLE OVERVIEW

Directs College communications and public relations efforts.

- Establishes goals consistent with the College mission and works collaboratively with senior management to develop short- and long-range plans to further College outreach
- Develops and maintains comprehensive press, public relations, and internal communications strategies
- Represents the College to a variety of external and community organizations, establishing good working relationships and two-way communications on areas of common interest
- Oversees College web site and other major communications vehicles, such as publications
- Plans, organizes, and implements special events including conferences, receptions, and informational programs
- Develops and implements campaigns to foster awareness of College activities and initiatives
- Researches and develops speeches and other critical communications by senior management
- Maintains media relationships and serves as spokesperson representing the College
- Identifies and leverages opportunities to promote the visibility and reputation of the College.
- Performs related duties as assigned.

Job Title Name: Communications and College Relations Director

CUNY TITLE

Higher Education Officer

FLSA

Exempt

COMPENSATION AND BENEFITS

Salary commensurate with education and experience.

CUNY's benefits contribute significantly to total compensation, supporting health and wellness, financial well-being, and professional development. We offer a range of health plans, competitive retirement/pension benefits and savings plans, tuition waivers for CUNY graduate study and generous paid time off. Our staff also benefits from the extensive academic, arts, and athletic programs on our campuses and the opportunity to participate in a lively, diverse academic community in one of the greatest cities in the world.

HOW TO APPLY

Applicants must apply online by accessing the CUNY website at www.cuny.edu and navigate to the following links: "Employment" and "Search Job Postings"

Please attach resume, cover letter and three professional references.

CLOSING DATE

Open until filled with review of resumes to begin 7/11/17.

JOB SEARCH CATEGORY

CUNY Job Posting: Managerial/Professional

EQUAL EMPLOYMENT OPPORTUNITY

CUNY encourages people with disabilities, minorities, veterans and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer.
