Job Vacancy Notice

Job Title: Communications Publications Writer
Job ID: 20132
Location: CUNY School of Law
Regular/Temporary: Regular

POSITION DETAILS
CUNY School of Law is seeking a detail-oriented and creative individual to join our nimble and passionate team in translating our mission, vision, and impact into engaging and strategic digital media. You will help advance the law school’s brand and mission, executing on a variety of multi-media content. As a member of the Communications and Marketing team, this role must balance creativity with efficiency and not be afraid to share bold ideas.

The preferred candidate enjoys and excels in crafting narratives, monitoring social media and marketing trends, and has a direct pulse on best practices. In addition to digital content creation, this role will assist with increasing brand awareness through public relations efforts with a focus on editorial opportunities and thought leadership for the Dean and faculty and special attention to CUNY Law alumni stories.

The Communications Publications Writer will report to the Communications & Marketing Manager, and work with the Institutional Advancement team. The duties and responsibilities include but are not limited to:

- Works with the Communications and Marketing Manager and Executive Director of Institutional Advancement to identify appropriate messages and voice for online communications platforms, particularly social media, email communications, and blog posts or articles
- Pitch and create daily content that advances content strategy and communications goals via advocacy and fundraising campaigns, newsletters and blog posts, marketing collateral and social content
- Executes social media plans and engages faculty and admissions staff in support of these priorities
- Regularly reviews analytics data, researches current trends, and proposes strategies to refine marketing tactics and content performance
- Tracks and reports on media mentions and alerts
- Develops resources to promote public relations efforts (press kit, media lists, expert lists, etc.)
- Is able to remix content and amplify community conversations with keen creative eye recognizing need to combine written stories with photos and videos.

This position may include evening and weekend duties.

QUALIFICATIONS
Bachelor's Degree required.

PREFERRED QUALIFICATIONS
- Knowledge of, and ability to stay on top of, the latest digital marketing trends
- Interest in optimizing the latest technology to deliver CUNY Law's impact and influence in a social justice context
- A creative mindset, excellent writing skills, and a willingness to be a team player in a fast-paced environment
- Understanding of their role in advancing the law school’s mission to make justice accessible for all by dismantling systems of oppression inherent in law and the need to navigate tone, nomenclature, and systems of power inherent in media creation.

CUNY TITLE OVERVIEW
Writes and prepares written material on a variety of topics such as students, alumni, faculty, campus facilities, academic programs, and/or events.

- Researches and writes news releases, brochures, profiles, announcements, e-news stories and other materials as needed

- Reviews and proofreads drafts prepared by other staff
- Produces material to be used in a number of formats such as print, web sites, and presentations
- Adheres to journalistic standards for fact-finding, research, verification, and style
- May work with other professionals in admissions, marketing, public relations, development, or academic affairs to write brochures or marketing materials
- Performs related duties as assigned.

Job Title Name: Communications Publications Writer

CUNY TITLE
Assistant to HEO

FLSA
Non-exempt

COMPENSATION AND BENEFITS
Salary commensurate with education and experience. The salary range is $42,407 to $62,949.

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
To apply, go to www.cuny.edu, access the employment page, log in or create a new user account, and search for this vacancy using the Job ID or Title. Select "Apply Now" and provide the requested information.

CLOSING DATE
Resumes will be accepted through February 24, 2019.

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.