Job Vacancy Notice

Job Title: Communications Publications Writer-Editor
Job ID: 18884
Location: CUNY School of Law
Full/Part Time: Full-Time
Regular/Temporary: Regular

POSITION DETAILS
CUNY School of Law is seeking a detail-oriented, creative, writer and content creator to join our nimble and passionate creative team in translating our vision into engaging and strategic digital media. You will have a key stake in advancing 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 key role must balance creativity with efficiency and not be afraid to share bold ideas.

The ideal candidate enjoys and excels in reporting, interviewing, and crafting narratives, and has a direct pulse on social media currents and best practices. In addition to digital content creation, this role will be charged 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 duties and responsibilities of the position include:
- 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
- Writes and posts daily content that engages and expands our audiences and drives conversations and support around CUNY Law mission, advocacy campaigns, programs, events, and other priorities
- Creates social media plans for key marketing campaigns, publications, and initiatives and engages faculty and admissions staff in support of these priorities
- Regularly reviews analytics data, researches current trends and proposes and executes strategies to engage priority audiences through online channels
- Tracks and reports out on community trends and topics as well as media mentions and alerts
- Develops written materials and resources to promote public relations efforts (press kit, media lists, expert list, etc.)
- Is able to remix content and amplify community conversations with keen creative eye recognizing need to combine written stories with photos and videos.

Reports to Communications & Marketing Manager, and works with the Institutional Advancement team.

This position may include evening and weekend duties.

QUALIFICATIONS
Bachelor's Degree and four years' related experience required.

ADDITIONAL QUALIFICATIONS
- Knowledge of, and ability to stay on top of, the latest digital marketing trends
- Passionate 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

CUNY TITLE OVERVIEW
Writes and prepares written material on College issues and event and provides professional support to College communications programs.

- Researches and writes items in a variety of formats for publication in print, web sites, and presentations
- Participates in planning communications projects and contributes to decisions on content and style
- May assume editorial responsibility for communications projects; reviews and edits the work of others
- May coordinate production of written materials
- Adheres to journalistic standards for fact-finding, research, verification, and style
Job Title Name: Communications Publications Writer-Editor

CUNY TITLE
Higher Education Assistant

FLSA
Non-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
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 July 17, 2018.

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.