Job Title: Digital Content and Social Media Specialist
Job ID: 21326
Location: CUNY School of Law
Regular

POSITION DETAILS
CUNY School of Law, the #1 Public Interest Law School in the Nation, is seeking a detail-oriented, creative, and social justice-minded individual to join its Institutional Advancement Department’s Communications & Marketing team. The work is all to promote and connect more people with CUNY Law’s mission to train more lawyers from underrepresented communities and work towards greater diversity in the legal profession. Our motto, “Law in the service of human needs,” unites all staff, faculty and students in our shared vision for more access and equity in the pursuit of justice. The right candidate will help our compelling, urgent, and necessary work on issues such as immigration, human rights, criminal justice reform, community and economic development, and more to connect with, motivate, and inspire key audiences.

Reporting to the lead of Communications and Marketing, the Digital Content and Social Media Specialist will be responsible for promoting the mission and programs of CUNY School of Law across all digital platforms, including: the creation and management of social media content and campaigns; the development of editorial content, from articles to podcasts, to video; and the implementation of best practices to manage CUNY Law’s brand, and optimize and support the dissemination of the Law School’s mission and programs amongst its target audiences. As a member of the Communications and Marketing team, this role must balance creativity with efficiency and be excited to share bold ideas. Duties and responsibilities include, but are not limited to:

- Conducts the day-to-day operation of CUNY Law’s Instagram, Facebook, Twitter and LinkedIn platforms, including scheduling/posting content; monitoring, responding and tracking metrics; and generating original social content.
- Stays up-to-date and integrates the latest social media trends and best practices.
- Provides monthly, quarterly, and annual reporting on key social media metrics and media and press mentions, tracking progress toward goals.
- Supports Admissions, Alumni Engagement, Clinics, Centers, and other CUNY Law entities by executing and sharing strategies and protocol for social content, event promotion, and marketing efforts.
- Develops concepts and ideas for original content, including articles, podcast stories, and live videos, and manages execution, from calendaring and storyboard, to edits and drafts, to promotion and dissemination.
- Adheres to journalistic standards for fact-finding, research, verification, style and reviews; proofreads drafts written by students, faculty, and staff.
- Prepares newsletters, press releases and pitch letters, promotional announcements and other marketing messages via e-blasts.
- Helps maintain copy and content edits to CUNY Law’s website and digital footprint.

QUALIFICATIONS
Bachelor’s degree and four years’ related experience required.
Other Qualifications:
- Demonstrated marketing and social media experience with analytical tools.
- Deep familiarity with social media and best practices, including how to maximize social media engagement.
- Skilled at creating interesting multimedia content (IG stories, iPhone video, livestreaming events, podcast promotion).
- Excellent writing and communication skills.
- Attention to detail and commitment to producing high quality work and materials.
- Self-motivated individual with experience in fast-paced work environments.
- Strong team player, with an ability to engage with diverse staff to gather and consolidate necessary information in a timely manner.
- Availability to cover early evening and occasional weekend events.
- Commitment to CUNY Law’s mission.

CUNY TITLE OVERVIEW
Provides expertise in digital and visual communications to support and advance the College’s multimedia presence.
- Researches and identifies new multimedia platforms that advance College programs and initiatives.
- Works closely with management to understand and produce effective message elements.
- Creates and aligns various communication work products such as video, digital formats, layouts, graphics, web pages, and microsites to ensure consistency and effective messaging.
- Assesses, enhances and manages the user experience on digital platforms including social media.
- Collaborates with graphic designers, webmasters, and other information technology professionals to create comprehensive broadcast and multimedia communications.
- Procures required internal and external resources and services and manages their utilization.
- Performs related duties as assigned.

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 tuition benefits and savings plans, retirement/premium benefits and generous time off to support you and your family. Individual health plan options include dental and vision coverage, disability and employee assistance programs, and CUNY’s tuition remission program.
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
Review of resumes will begin November 7, 2019 and resumes will be accepted through November 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.