Marketing and Social Media Specialist

John Jay College of Criminal Justice of The City University of New York welcomes your application for the position of Marketing and Social Media Specialist. The incumbent is expected to manage social media communications, community engagement, and marketing ads for the College’s new online degree and certificate programs under John Jay Online (www.johnjayonline.com). This position may be filled by a part-time, hourly paid employee (15-20 hours per week) or by a highly qualified consultant with relevant professional experience (on a flexible work schedule).

PRIMARY RESPONSIBILITIES

- Develop and execute a social media and community engagement strategy across the online platforms of John Jay Online, including Facebook, Twitter, LinkedIn, and the website
- Help build a vibrant student community through organizing activities and facilitating communications for online students, including a private online community for admitted and enrolled online students
- Plan and create content, organize events, and engage in conversations on social channels of John Jay Online, in order to increase levels of community awareness and engagement
- Review content from marketing channels of the College and add relevant content to the website and social channels of John Jay Online
- Curate content from around the web to add to our social channels and the website
- Create paid online marketing campaigns including Google Display Network and Keyword target campaigns, as well as Facebook look-a-like and custom audience campaigns as well as others as befitting to the strategy.
- Track, analyze, and report key performance indicators (KPIs)
across social media channels
☐ Cultivate relationships with outside marketing vendors including newspapers, trade websites and publications etc.
☐ Manage payment of outside vendors
☐ Liaison with IT department to assist and maintain JJO website

MINIMUM QUALIFICATIONS
☐ Bachelor’s degree
☐ Experience with social media marketing or community management
☐ Outstanding organization, communication, and interpersonal skills
☐ Excellent writing skills
☐ Fast learner, eager collaborator; meticulous attention to detail

PREFERRED QUALIFICATIONS
☐ Experience with PR writing, blogger outreach, and SEO
☐ Understanding of online education and higher education

HOW TO APPLY: To apply for this position (or ask a question), email johnjayonline@jjay.cuny.edu. Include a résumé and cover letter explaining qualifications and experience, as well as contact info for three references.

COMPENSATION AND BENEFITS

Compensation commensurate with experience.

CUNY offers a comprehensive benefits package to employees and eligible dependents based on job title and classification.
Employees are also offered pension and Tax-Deferred Savings Plans. Part-time employees must meet a weekly or semester work hour criteria to be eligible for health benefits. Health benefits are also extended to retirees who meet the eligibility criteria.

ABOUT US

John Jay College of Criminal Justice, a senior college of the City University of New York (CUNY), is an internationally recognized leader in educating for justice, committed to the advancement of justice and just societies. It is a public liberal arts college that enriches the entire learning experience by highlighting themes of justice across the arts, sciences, humanities, and social sciences. Located steps from Lincoln Center at the cultural heart of New York City, the College offers bachelors and masters degrees and participates in the doctoral programs of the Graduate School of the City University of New York. John Jay College is also recognized for serving a broadly diverse student population. Under the leadership of its fourth president, Jeremy Travis, John Jay College has experienced unprecedented faculty hiring, an expansion of its curricular offerings, and the opening in 2011 of a new 600,000 square-foot building complete with a black-box theatre, state-of-the-art lab space for students and faculty, a moot courtroom, and a variety of virtual learning settings. As evidenced by so many ongoing developments, the College offers its many new faculty and staff the opportunity to shape the future of their institution.

~ EQUAL EMPLOYMENT OPPORTUNITY ~ We are committed to enhancing our diverse academic community by actively encouraging people with disabilities, minorities, veterans, and women to apply. We take pride in our pluralistic community and continue to seek excellence through diversity and inclusion. EO/AA Employer.

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