Job Vacancy Notice

Job Title: Social Media and Marketing Specialist
Job ID: 14289
Location: John Jay College

Regular/Temporary: Regular

POSITION DETAILS

John Jay Online is seeking a Social Media and Marketing Specialist to manage social media communications, community engagement, and marketing ads for the College's new online degree and certificate programs. Working for both John Jay Online and the Division of Professional Studies, the Social Media and Marketing Specialist also will collaborate with the John Jay College Marketing Department.

Reporting to the Director of John Jay Online, the primary responsibilities are:

- 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.
- Ensure appropriate links from social media initiatives are channeled to appropriate websites at John Jay Online and the Division of Professional Studies.
- 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.
- Work directly with vendors and John Jay College marketing team to create print and digital ads.
- Cultivate relationships with outside marketing vendors as necessary.
- Liaison with IT department to assist and maintain John Jay Online website.

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 on-going developments, the College offers its many new faculty and staff the opportunity to shape the future of their institution.

QUALIFICATIONS

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

Preferred Qualifications
- Master's Degree Preferred
- 3-5 years' 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
- Experience with PR writing, blogger outreach, and SEO
- Understanding of online education and higher education

**CUNY TITLE OVERVIEW**

Provides design and production expertise for College publications, written materials, and multi-media communications.

- Works with department and other College administrators to assess departmental publication needs and determine appropriate production and design elements
- Participates in planning communications messages, graphic elements, and formats appropriate to client requirements
- Manages production schedules and budgets, coordinating production activities with internal and external personnel
- Plans and implements on-line and multimedia communications, coordinating with Information Technology professionals as needed
- Supervises staff both creative and production staff; works with College print shop, computer center, and other departments to ensure support of college publication needs
- May oversee equipment inventories and coordinate maintenance of specialized equipment and technology
- Develops production workflows, policies and standards, and assures adherence to any internal or external communications standards
- Performs related duties as assigned.

Job Title Name: Communications Publications Design Specialist

**CUNY TITLE**

Higher Education Assistant

**FLSA**

Exempt

**COMPENSATION AND BENEFITS**

Compensation: $ 44,552 - $ 51,195

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. Please submit resume and cover letter.

**CLOSING DATE**

February 3, 2016
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.