



Job Title	CUNY Spring Forward and Career Launch Program Director
PVN ID	BA-2503-006761
Category	Managerial and Professional
Location	BARUCH COLLEGE
Department	Starr Career Development Center
Status	Full Time
Annual Salary	\$85,000.00 - \$95,000.00
Hour(s) a Week	35
Closing Date	May 17, 2025 (Or Until Filled)

General Description

GENERAL DESCRIPTION

Career Launch/Spring Forward Internship Programs seeks a supportive, strategic, and detail-oriented leader to serve as the Program Director for the Marketing Hub. The Marketing Hub Program Director will report to the Principal Investigator at The Starr Career Development Center at Baruch College.

ABOUT THE PROGRAM

Career Launch and Spring Forward are two CUNY Central Office internship initiatives that recruit students from throughout CUNY who have not had substantial paid professional experience but who are ready to apply what they are learning in the classroom in the professional world. CUNY Career Launch serves 2,000 undergraduates each summer, and Spring Forward serves 800 undergraduates during the spring semester.

Four CUNY college campuses serve as industry hubs; each hub specializes in internship placements within New York City's key sectors: Marketing and Communications, Healthcare, Community and Social Impact, and STEM. Students apply to their hub of choice and once accepted, explore careers by interning in a job related to their interests that requires a college degree. Each hub recruits, vets, and matches students to their designated worksites and manages relationships between student interns and employers. Interns have the opportunity to build skills, extend their professional networks, add to their resumes, and contribute to employers throughout NY in several key industries. Employer partners benefit from CUNY students' many talents and knowledge.

ABOUT THE POSITION

The Program Director is the primary point of contact and leader of the Marketing Hub, serving as the external-facing representative to employers, partners, and other stakeholders while overseeing program operations and ensuring outcomes. They will provide strategic oversight—designing, implementing, and coordinating multiple aspects of the program while managing high-profile relationships. The Marketing Hub Program Director is responsible for ensuring the hub meets student and employer targets and deadlines. These fast-paced

internship programs require a candidate with exceptional attention to detail, critical thinking, time management, and problem-solving skills.

The Program Director will be an employee of the Research Foundation of CUNY (RFCUNY). This is a full-time, benefits-eligible, grant-funded position, and continued employment is contingent upon availability and continuation of grant funding.

The Program Director will be responsible for supervising staff as well as manage the Marketing Hub's program budgets.

This is a mostly remote position with an expected duration through the end of August 2028, with the possibility of an extension. The onsite location is Baruch Starr Career Development Center. The Director is expected to work 35 hours per week and receive annual leave and sick leave according to RF guidelines.

Other Duties

Leadership & System Development (30%)

- Provide vision and direction for the Marketing Hub through effective leadership and engagement for university-wide internship programs serving over 2,800 students annually
- Routinely create new, innovative problem-solving strategies throughout the programs
- Provide key support for participating students and employers, ensuring smooth communication and successful outcomes
- Ensure that the program is both student-centered and employer-responsive
- Work closely with stakeholders to execute the program vision in alignment with University and Center's career goals for students

Project Management (40%)

- Manage complex programs from start to finish, including identifying processes, deadlines, and milestones
- Meets goals for the programs based on CUNY Central strategic objectives
- Define and execute a program preparation and implementation strategy
- Monitor program performance and modify strategies as needed to ensure success
- Manage budgets and project spending and perform related fiscal monitoring and reporting
- Work collaboratively with College and CUNY's central office to collect and analyze data
- Implement data-driven solutions to improve program design, program management and student/employer engagement to ensure CUNY meets key goals
- Prepare reports on the status of the Hub and experiential learning opportunities

Team Supervision (25%)

- Recruit, hire, train, and supervise program staff
- Build a strong team through open communication and by collaborating on decision-making responsibilities
- Ensure smooth collaboration and communication among the program staff, CUNY Central, and the Baruch Starr Career Development Center

Other Duties (5%)

- Attend required CUNY Central meetings and training, as well as Baruch Starr Career Development Center meetings
- Perform related special projects and other duties as assigned

Qualifications

Minimum Qualifications

- Bachelor's Degree with four (4) to six (6) years of relevant experience, or an equivalent combination of education and experience in project management, workforce development, business development, higher education, or marketing and communications organizations
- Demonstrated knowledge and expertise of issues related to workforce development, college and career success, business development, and higher education policy, particularly for low-income and historically marginalized people
- Outstanding verbal and interpersonal communication skills to work and interact effectively, collaboratively, and cooperatively with a diverse community of students, faculty, staff, and external partners
- Excellent writing, interpersonal, communication, and strategic thinking skills
- Proficiency with quantitative analysis and data management
- Demonstrated technology skills and experience with standard tools (e.g., Microsoft Office, Zoom, Slack, Airtable, and other program management software)

Preferred Qualifications

- Significant administrative and supervisory experience, including directly supervising manager(s) and multi-level team(s) for at least two (2) years
- Strong program design and management skills, including the ability to set milestones and lead teams to achieve goals
- Strong ability to manage budgets from different funding streams
- Ability to think strategically, problem-solve, and develop programs and plans to achieve organizational goals
- Knowledge, professional stature, and demonstrated ability to work effectively with multiple stakeholders
- Ability to work independently and collaboratively in a fast-paced, demanding, and complex work environment, with the ability to carry out complex assignments and adapt to changing situations and priorities
- Proactive and solution-oriented with a growth mindset
- Knowledge and understanding of the types of challenges faced by diverse students attending a large, urban university system
- Flexibility to work some evening hours, occasional weekends, and occasional in-person meetings