



Job Title	Communications Associate
PVN ID	PS-2412-006610
Category	Managerial and Professional
Location	CUNY SCHOOL OF PROFESSIONAL STUDIES
Department	Office of Innovative Learning Solutions
Status	Part Time
Hourly Rate	\$50.00-\$50.00
Hour(s) a Week	0.00-10.00
Closing Date	Feb 09, 2025 (Or Until Filled)

General Description

As a leading online school in New York since 2006, the CUNY School of Professional Studies (CUNY SPS) offers the most online bachelor's and master's degree options at the City University of New York, and serves as the University's first undergraduate all-transfer college. With 26 degrees and numerous other non-degree and grant-funded workplace learning programs, CUNY SPS meets the needs of adults who wish to finish a bachelor's degree, progress from an associate's degree, earn a master's degree or certificate in a specialized field, and advance in the workplace or change careers. Consistently ranked highly by U.S. News & World Report for its online offerings, CUNY SPS has emerged as a nationwide leader in online education. The School's renowned and affordable online programs ensure that busy working adults may fulfill their educational goals on their own time and schedule. As CUNY SPS moves beyond its' 20th year, we dedicate ourselves to engendering an innovative and transformative student-centered experience.

Within and created at the same time as CUNY SPS, the Office of Innovative Learning Solutions (ILS) designs custom workplace learning programs to help organizations achieve their goals. We are experts in research-based learning practices, online as well as in-classroom curriculum development and implementation. We are uniquely positioned to respond to organizational learning needs and support change management initiatives swiftly and effectively.

The [Academy for Community Behavioral Health](#) (the Academy) at ILS delivers training, coaching, and technical support that strengthen the role NYC social service providers play in behavioral health. The Academy builds capacity for community-centered behavioral health care through free learning programs, new collaborations, and knowledge building. The Academy was launched in 2021 with funding from the Mayor's Office of Community Mental Health and Mayor's Office for Economic Opportunity.

Description:

Reporting to the Program Director, Academy for Community Behavioral Health, the Communications Associate will help promote the Academy, engage new and existing learners, and convey the Academy's story.

This is a part-time role without benefits.

Other Duties

- Accurately describe the Academy's mission, goals, and services.
- Write copy for email, social media, press releases, reports, and other communications, consistent with the Academy's style and quality standards.
- Manage routine (e.g. weekly) emails to the Academy's mailing list.
- Manage the Academy's Constant Contact account (shared with CUNY SPS marketing and other programs/departments); raise account issues or updates that may impact the Academy.
- Create and post social media content to promote Academy courses and other initiatives, in coordination with Academy staff.
- Monitor the effectiveness of Academy communications (e.g. mailing list sign-ups; course sign-ups; learners served).
- Tailor communications to help the Academy meet performance goals, engage learners, and improve the learner experience, in coordination with the Academy team.
- Update information on the Academy's website or Learning Management System (LMS), as needed.
- Ensure consistency and accuracy of visuals, content, and style across the Academy's public platforms and communications.

Other responsibilities may include:

- Help expand the Academy's audience and public presence, such as by:
 - Identify NYC non-profit social service providers not yet on the Academy's mailing list, and potential ways to engage them
 - Track outreach efforts
 - Propose or develop new content that highlights the Academy's unique services, approach, and impacts
 - Identify other ways to strengthen the Academy's public presence and communications, including indicators of success and ways to accomplish them
- Contribute to or review other Academy products, such as reports and funding proposals, as needed.
- Other duties as assigned, based on capacity and fit.

Qualifications

Minimum Qualifications:

- Bachelor's degree
- Excellent written communications skills; demonstrated ability to produce clear, accurate, concise, and visually appealing short-form and long-form communications
- Experience developing clear and effective marketing content, such as social media content, outreach emails, event fliers, and website content
- Strong computer skills required, including proficiency with Microsoft Office (Word, Excel, PowerPoint, and Outlook), Canva, and WordPress

Preferred Qualifications:

- A minimum of two years' experience in marketing, communications, advertising, or related field
- Demonstrated organizational skills and proven ability to manage multiple projects simultaneously
- Ability to work independently and collaboratively in a fast-paced work environment
- Experience using Constant Contact preferred
- Interest in the Academy's mission, values, goals, and services
- A commitment to making complex information accessible and engaging to the Academy's audiences, without losing the depth or uniqueness of key content
- Working knowledge of and/or experience in graphic design or video editing programs

Hours: To be determined with a final candidate. The Academy team operates between 8am-6pm, Monday-Friday

Location: CUNY SPS, 119 W. 31st Street, New York. Hybrid remote and in-person; subject to change

Diversity is a core value at the Office of Innovative Learning Solutions (ILS) at the CUNY School of Professional Studies (CUNY SPS). We are passionate about building and sustaining an inclusive and equitable working and learning environment for all students, staff, and faculty and believe every member on our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design and deliver solutions.