

<b>Job Title</b>	Director of Communications & Special Events
<b>PVN ID</b>	RF-1805-002491
<b>Category</b>	Managerial and Professional
<b>Location</b>	RESEARCH FOUNDATION OF C.U.N.Y.
<b>Department</b>	Office of Communications
<b>Status</b>	Full Time
<b>Salary</b>	Depends on qualifications
<b>Hour(s) a Week</b>	35
<b>Closing Date</b>	Jul 04, 2018 (Or Until Filled)

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## General Description

This is a senior management position, reporting directly to the President, and exercising substantial independent judgment in the fulfillment of the duties and responsibilities assigned. The incumbent maintains exemplary standards of personal and professional ethics, achieves excellence in all areas of business relevant to the position, and participates in activities that keep him/her current in applicable professional skills. The incumbent directs the Office of Communications & Special Events and also oversees the Reception Area. The incumbent is charged with a full range of managerial and supervisory responsibilities, including communicating to staff members the purpose, policies and processes of their work unit and overseeing and evaluating the performance of his/her direct reports. The incumbent has primary responsibility for a variety of critical activities related to internal and external communications message development, strategy, and implementation.

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## Other Duties

### **DUTIES AND RESPONSIBILITIES include, but are not limited to:**

- Hire, train, manage, and mentor Communications staff in the activities of the Office of Communications; delegate responsibilities accordingly.
- Oversee Reception Desk operations and manage staff.
- Manage the Communications operating budgets.
- Provide Communications recommendations to the President to ensure best practices and reputation management.
- Develop, oversee, and implement comprehensive communications strategies for various initiatives and marketing campaigns.
- Ensure compliance with communications workflow and manage organization-wide requests for communications projects.
- Maintain newly redesigned website; develop search engine optimization phrases and keyword listings for new web pages; review, edit, rewrite and publish website copy for all departments.

- Serve as brand ambassador; plan, develop and distribute RFCUNY brand style guide and ensure organization-wide adherence to the Foundation's visual identity and brand standards.
- Manage the development process and serve as editor of corporate publications; conceptualize Annual Report; identify themes; collaborate with vendors, designers, and photographers; approve design; select CUNY researchers and conduct interviews; compose and edit profiles; gather financial statements and award statistical information; collaborate with Foundation systems staff to develop online reports; oversee CUNY-wide report distribution.
- Review, edit, and disseminate internal and external messages; collaborate with various departmental staff to frame messaging for mass distribution.
- Conduct communications presentations and trainings for all central office staff.
- Review, edit, and oversee the distribution of monthly internal staff newsletter.
- Oversee video concepts, content, and production.
- Oversee and maintain RFCUNY social media channels (LinkedIn, Twitter, YouTube) and editorial calendar.
- Develop and coordinate the distribution of crisis/emergency communications/messages and notifications/preparedness procedures for internal staff and the general public.
- Develop electronic corporate holiday and other messaging and collaborate with vendors regarding production and distribution.
- Lead special initiatives and plan, coordinate, and execute staff events and activities.
- Develop various reports, proposals, and documents as needed.
- Coordinate use of RFCUNY conference space by outside entities.
- Coordinate media relations and liaise with City University of New York external relations and other officials.
- Perform other duties as assigned by the President.

## Qualifications

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The successful candidate will possess a master's level degree or equivalent and have at least seven years of relevant experience in communications, public relations, higher education or sponsored programs. Superior writing and editing with the highest degree of precision is required. Outstanding management and organization skills are required. A creative and solutions-oriented individual with an executive presence and the ability to effectively influence and engage direct reports and peers is highly desired.