



JOB TITLE: Digital Communications Manager

ORGANIZATION: CUNY Graduate School of Public Health and Health Policy (CUNY SPH)

LOCATION: New York, NY

ABOUT THE ORGANIZATION

The CUNY Graduate School of Public Health and Health Policy (CUNY SPH) is committed to teaching, research, and service that creates a healthier New York City and helps promote equitable, efficient, and evidence-based solutions to pressing health problems facing cities around the world. Located in Harlem, CUNY SPH is the top-ranked public school of public health in New York City, New York State, and the tristate region.

POSITION SUMMARY

The Digital Communications Manager (DCM) is a key member of the CUNY SPH Office of Communications. The position manages all communications to the school's internal and external audiences, utilizing the Mailchimp CRM platform. The DCM fields communications requests from the various units within the school and works with stakeholders to draft, edit, and disseminate information to the appropriate audiences. The DCM is also proficient in WordPress and maintains the school's website, working with content owners to draft, edit, and update content as needed to keep the website current. The DCM possesses strong writing skills and assists in drafting and editing written content for broadcast emails, blog posts, articles for the school's publications, webpages, and social media. The DCM has a strong eye for design and incorporates this into the school's communications materials and ensures end products adhere to the school's branding. The DCM reports to the Director of Communications.

RESPONSIBILITIES

The Digital Communications Manager will work independently and as part of a communications team to:

- Help manage the school's electronic media and communications programs and strategies
- Produce digital communications and materials including web content, broadcast emails, online newsletters, news releases, reports, publications, social media posts, podcasts, and videos
- Oversee the school's primary website and related sites; monitor and maintain the website to ensure proper operation; collaborate with the IT department to ensure the regular execution of necessary backups and software updates to keep the website operational and up-to-date

- Help promote news-worthy research and academic developments at the school, with the goal of engaging the CUNY SPH community, prospective students, partner organizations, and other collaborators
- Liaise with stakeholders and keep them informed of pertinent communications policy, branding guidelines, and relevant project updates
- Effectively manage multiple tasks while meeting deadlines
- Other duties as assigned

MINIMUM QUALIFICATIONS

- Bachelor's degree
- 3-5 years of communications experience in higher education, non-profit, or public sectors
- Strong written and verbal communication skills and meticulous attention to detail
- Experience drafting copy for, designing, and managing digital communications and media, including websites, social media, video, audio, and podcast materials for organizations
- Demonstrated ability to understand and translate client needs into appropriate digital formats and content
- Ability to take direction and work independently
- Exceptional organizational and time management skills

PREFERRED QUALIFICATIONS

- Master's degree in communications, journalism, public health, or related field
- Proficiency in Adobe Creative Suite, Mailchimp, and WordPress

COMPENSATION AND BENEFITS

Salary commensurate with education and experience.

TO APPLY

Please send a resume, cover letter, and writing sample or portfolio of relevant work to Sumana Chandra at sumana.chandra@sph.cuny.edu.

We regret that due to the high volume of applications we are unable to contact each applicant individually regarding the status of their application.