

Baruch College
Vice President for Communications, Marketing, and Public Affairs

Job ID: 24818

Location: [Baruch College, City University of New York](#) (New York, NY)

Full/Part Time: Full-Time

Regular/Temporary: Regular

POSITION DETAILS

Reporting to the President, the Vice President for Communications, Marketing & Public Affairs is responsible for leading and developing integrated people, programs, and systems to expand the College's visibility, reputation, and public support. In this role, the Vice President will strategically promote the College's mission, accomplishments, and priorities to a wide variety of external and internal audiences through effective utilization of a variety of vehicles and media.

The Vice President will lead the Office of Communications, Marketing and Public Affairs and is responsible for divisional personnel, budget, operations, and communications. The Office oversees media relations, develops marketing efforts and materials, advances internal communications among Baruch College faculty, staff, and students. They will be a key member of the President's cabinet, participating in executive decision making. They will provide advice to the President and senior staff on a variety of communications and politically sensitive issues. They will serve as chief spokesperson and public relations liaison for the college communicating information to the College constituencies.

Specific responsibilities include, but are not limited to:

- Oversees Communication and Marketing efforts at the College level, while leading collaborative partnerships across schools and divisions to improve communications processes as well as the overall engagement of the campus community. This includes responsibility for the College's branding and overall communications programs, student recruiting, fundraising, advertising, media relations, public relations, publications, website content, direct marketing, electronic and printed communications, and internal campus communications. In this capacity s/he is expected to conceptualize and develop marketing and brand-refresh campaigns to significantly expand the reputational footprint of the College, to support its fundraising, and to recruit students.
- Oversees Strategic Communications efforts. Develops, directs, and implements the College's strategic communications plan for all internal and external constituencies, including faculty, staff, students, alumni, corporate and institutional partners, as well as the broader New York City community.
- Oversees Government and Community Relations efforts. Provides college-wide support and strategy as the College seeks to enhance its visibility and public standing; to participate in the civic life of New York City; and to strategically attract City, State and Federal financial support leveraging the unique value proposition of Baruch College.
- Manages, develops, and trains professional staff, and provides effective leadership, mentoring and coaching.
- Employs and directs external agencies and service providers.
- Media train key faculty and staff. Manage crisis communications.

- Oversee preparation and content of the President's major campus-wide internal and external communications, and the President's speeches.
- Performs other related duties as assigned by the President.

NOTES:

Until further notice, this is a hybrid position, eligible to work remotely and work on-site in the office. All CUNY employees must reside within a commutable distance to the tri-state area. Candidates will be required to provide proof of being fully vaccinated against COVID-19 upon commencing employment. Exemption (medical or religious) requests to this requirement will be considered in accordance with applicable law. Being fully vaccinated is defined for this purpose as being at least two weeks past their final dose of an authorized COVID-19 vaccine regimen. Final candidates must be fully vaccinated as of their first day of employment.

QUALIFICATIONS

This position is in CUNY's Executive Compensation Plan. All executive positions require a minimum of a Bachelor's degree and eight years related experience. Additional qualifications are defined below by the College.

The candidate for this executive-level position should have a minimum of a bachelor's degree and ten years of progressively responsible experience in communications, public relations, advertising and marketing, and public affairs—including strategic planning, budget and staff supervision. The successful candidate must have superb interpersonal, organizational and communication skills (oral and written); ability to lead, motivate, manage, and partner with key personnel throughout the College. The Candidate is expected to have experience supervising a professional communications staff and have a strong record of accomplishment planning and directing an integrated media relations and communications program (print and electronic). Higher education experience is highly desirable. Experience with fund raising and alumni communications a plus. Experience with New York City and State political issues is also desirable.

In addition, the successful candidate should have demonstrated ability to:

- Communicate effectively, orally and in writing, to a wide variety of audiences, including the students, faculty, staff, alumni, public officials, and the media
- Offer creative, strategic thinking with excellent planning, execution, administrative, leadership and interpersonal skills
- Conduct crisis communications and serve as institutional spokesperson in a wide variety of situations required
- Write effective speeches and/or supervise this function

HOW TO APPLY

[Click on this link](#) and follow the application instructions below. Please upload a resume and cover letter.

For general assistance with your CUNYfirst application, please go to <http://www2.cuny.edu/employment/system-instructions/> for information

CLOSING DATE: September 9, 2022

COMPENSATION AND BENEFITS

Salary commensurate with education and experience.

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.

JOB SEARCH CATEGORY

CUNY Job Posting: Executive

CUNY TITLE

Vice President

EQUAL EMPLOYMENT OPPORTUNITY

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.