**Position Title: Assistant Dean for External Affairs**

**Job ID: 18160**

**Compensation: Salary commensurate with education and experience**

**Closing Date: March 26, 2018**

**Position Details:**

The CUNY Graduate School of Journalism, founded in 2006, has quickly become nationally recognized for its innovative programs. The only public graduate journalism school in the northeastern U.S., it prepares students from diverse economic, racial, and cultural backgrounds to produce high-quality journalism. As the profession rapidly reinvents itself for the digital age, the CUNY J-School is at the forefront of equipping the next generation of journalists with the tools to find stories and tell them effectively - using print, broadcast, visual, interactive, and social media. The School offers three master's degree programs: a Master of Arts in Journalism, the nation's first M.A. in Entrepreneurial Journalism and the nation's first M.A. in Social Journalism. In Fall 2016, it launched a unique Spanish-language program to train bilingual students interested in covering Hispanic communities in the U.S. and abroad.  
  
The CUNY Graduate School of Journalism seeks an Assistant Dean to join the senior management team of the School. S/he will report to the Dean and be responsible for overseeing the School’s communications, marketing, and external relations functions. The Assistant Dean’s portfolio includes Alumni Affairs, Communications and Marketing, and Events.  
  
Duties include but are not limited to:  
- Leads the development of brand-building communication strategies, goals and objectives, in order to recruit the best students, faculty and staff and to engage the donor community.  
- Oversees the creation and execution of all marketing and communications materials to achieve the School’s communication goals and objectives. Such materials include, but are not limited to Admissions, Development and Events.  
- Supervises a team of social media, editing and video production staff in support of external communications.  
- Develops and oversees an events strategy – conferences, panels, film screenings, etc. –   to advance the goals and objectives of the School.  
- Oversees the coordination of all events, working closely with the staff in Facilities, Audio/Visual, Public Safety and Events.  
- Works closely and collaboratively with the Executive Director of Development in order to strengthen current donor relationships and attract additional benefactors.  
- Advises the Dean and senior administrators regarding current and potential community and outreach issues and concerns.  
- Handles all press inquiries about the School.  
- Serves as primary liaison for the School to facilitate partnerships with external organizations, including other journalism programs and private businesses.  
- Builds and maintains effective working partnerships with various Central Office and University-wide entities, such as those working on legislative, digital marketing and communications strategies.  
- Conducts research and analyzes data in order to develop external relationships that support the School’s goals and objectives.  
- Oversees all budgets related to the School’s communications, marketing and external relation functions.  
- Works with the Dean on activities related to the CUNY Graduate School of Journalism Foundation.  
- Performs other duties as assigned.

**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.  
  
A preferred candidate should have:  
- Five (5) years of experience in communications or marketing.  
- Eight (8) years of experience in the field of journalism.  
- Eight (8) years of experience in a management or leadership role.  
- Strong understanding of technology trends and their impact on media.  
- Excellent communications skills.  
- Strong interpersonal and social skills.  
- Demonstrated commitment to working collaboratively.  
- Demonstrated commitment to diversity and inclusion.  
- Track record of entrepreneurialism.  
- Strong organizational skills.  
- Ability to work occasional evenings and/or weekends.

**How to Apply:**

1. Please apply using the link below:

<https://home.cunyfirst.cuny.edu/psp/cnyepprd/GUEST/HRMS/c/HRS_HRAM.HRS_CE.GBL?Page=HRS_CE_JOB_DTL&Action=A&JobOpeningId=18160&SiteId=1&PostingSeq=1>

Click on "Apply Now" which will bring you to the registration screen. If you are a new user, you must register to apply. If you already have a user ID, please use your existing ID to apply. Make sure to upload a cover letter, resume, and contact information for three (3) professional references (name, title, and organization) by the closing date. Please upload all documents in Word or PDF format.

OR

2. Go to <http://cuny.jobs/> and search for Job ID 18160.

**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.