

# USA

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## Assistant Director, Communications

2020-7133

4 months ago

US-NY-New York   **Department** Public Affairs   **School/Division** Stern School of Business (SB1071)   **Compensation Grade** Band 52   **Union** N/A  
**FT/PT** Full-Time   **Category** Marketing/Advertising/Public Relations/Media/Video/Audio

### Position Summary

NYU's prestigious Leonard N. Stern School of Business has a challenging opportunity for an Assistant Director of Communications on the Public Affairs team. The Assistant Director will be responsible for the publishing of Stern's digital content to multiple online distribution points including the Stern website, social media channels and digital signage system. S/he will coordinate editorial content flow from multiple sources (such as faculty research, Stern marquee events, alumni profiles, Stern news, student stories) to digital platforms. The selected candidate will also monitor web and social media interactions and encourage engagement among audiences through proactive campaigns, as well as assist with proactive media relations.

### Qualifications

Candidates will have a Bachelor's degree along with 3 years' public relations, marketing and/or communications experience, or equivalent combination of education and experience. Must include experience in managing content in digital space including website, social media, blogs, multimedia content and other online platforms. Other requirements include: excellent verbal, writing, project planning, and editorial judgment; knowledge of social media platforms and their role in an integrated marketing plan; knowledge of basic HTML coding and digital graphics production skills. Previous experience making site updates using a content management systems is a plus. Strategic marketing background and experience designing marketing tools is preferred. Candidates must have discretion to manage sensitive and confidential material.

### Additional Information

New York University Stern School of Business, located in the heart of Greenwich Village and deeply connected with the City for which it is named, is one of the nation's premier management education schools and research centers. NYU Stern offers a broad portfolio of transformational programs at the graduate, undergraduate and executive levels, all of them enriched by the dynamism and deep resources of one of the world's business capitals. NYU Stern is a community that fosters inclusion, belonging, diversity and equity, and inspires its members to embrace change in a globally changing world. We offer a collegial and supportive culture, an excellent benefits package, which includes NYU tuition reimbursement, generous vacation, health, and retirement plans. For more information about working at NYU and to apply for this position online (2020-7133) please visit our web site at: <http://www.nyu.edu/about/careers-at-nyu.html>. In your cover letter, please indicate where you learned about this opportunity. We accept online applications only.

EOE/AA/Minorities/Females/Vet/Disabled/Sexual Orientation/Gender Identity

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