

Digital Marketing Specialist

Role Overview

New York Law School seeks a dynamic communications expert to join an innovative team. The Office of Marketing and Communications increases the Law School's visibility and advances its reputation. The Office provides internal and external stakeholders with marketing support and direction and helps the School achieve the goals set forth in its strategic plan.

The Digital Marketing Specialist plays a critical role in expanding the Law School's online presence. The role includes monitoring and updating web content and developing and executing strategic social media and digital initiatives to promote the Law School and its programs. The person in this position will produce, monitor, and maintain social media channels; provide counsel for social media practitioners across the Law School to ensure the proper use of protocols when using social media in an official capacity; and manage other online communications.

This position will also support the Office's media relations and editorial functions as needed.

Responsibilities:

Digital Marketing

- Build, launch, track, and report on the performance of a comprehensive digital marketing strategy that elevates the Law School's public profile
- In conjunction with Admissions, Institutional Advancement, Alumni Relations, Student Life, and other offices, establish digital marketing targets; ensure that the Law School meets targets and measurably grows its digital presence
- Work with the Web Services team to produce and interpret monthly web traffic reports
- Create and maintain web and social media policies for all of the Law School's websites and blogs
- Write, edit, and post content to the www.nyls.edu homepage, "News and Events" section, "About" section, and other sections as assigned
- Support faculty and their assistants in creating and maintaining faculty profile pages
- Work with content managers across departments to ensure that their respective sections of the website (text and graphics) are regularly updated and accurate, including review and approval of all changes submitted through the content management system
- Assist with content management training for internal content managers

Social Media Management

- Build, launch, track, and report on the performance of a comprehensive social media strategy that measurably grows engagement and reach among prospective students, current students, and alumni and promotes the Law School's accomplishments
- Produce engaging, high-performing organic and/or paid content uniquely suited to each platform: Facebook, Twitter, Snapchat, Instagram, LinkedIn, YouTube, Flickr, and emerging platforms

- Track and report on key performance indicators; ensure that growth targets are met
- Coordinate social media strategies across Law School programs and academic centers including “live tweeting” and photographing events
- Monitor, report on, and (where possible) update/correct Law School profiles on third-party sites
- Stay attuned to trends and emerging platforms
- Provide guidance to others at the Law School on appropriate protocols when using social media as a representative of the Law School

Media Relations and Editorial Support

- Support media relations functions including drafting media materials, maintaining media lists, monitoring media activity and clips
- In coordination with the Director of Content Strategy, develop and proof content for the Alumni Magazine and other editorial projects (flyers, brochures, etc.)

Requirements:

This position requires a Bachelor's degree in marketing, communications, or a related field; J.D. a plus.

Specialized skills, knowledge, and abilities:

- Minimum three years of marketing or communications experience, preferably within a college or university setting or a similarly complex business environment, including two or more years of experience creating and managing social media campaigns. Demonstrated strong social media technical skills (photography, video, graphic design, etc.)
- Effective interpersonal skills; must be able to establish and maintain relationships with external and internal audiences
- Track record of measurably growing social engagement and executing effective digital marketing campaigns
- Comfort with and fluency in a wide range of social media platforms (including emerging platforms) and with content management systems; understand of key performance indicators and industry best practices
- Strong editing and writing skills; knowledge of Wordpress a plus
- Ability to work independently
- Strong project management and organizational skills

Should be proficient in the following or related software: Adobe Acrobat, Microsoft Office (Word, Excel, and PowerPoint), HTML, social media platforms, content management systems.

About New York Law School

Founded in 1891, New York Law School (NYLS) is an independent law school located in the Tribeca neighborhood of Manhattan - the heart of New York City’s legal, government, financial, and emerging tech centers. Known as “New York’s law school,” NYLS embraces the City as its classroom by complementing a rigorous legal education with an innovative and diverse set of “uniquely New York” experiential learning opportunities. Since NYLS opened its doors 125 years ago, its graduates have gone on to hold high elected and appointed office in the City, lead large and small firms, and gain broad recognition as captains of business and industry. Our renowned faculty of prolific scholars has built the School’s strength in such areas as constitutional law, civil and human rights, business and finance law,

media and information law, tax law, real estate, and a number of interdisciplinary fields. NYLS has more than 17,000 graduates and currently enrolls approximately 900 students in its full-time, part-time, and Two-Year Honors J.D. programs. The Law School also offers an advanced-degree program in Tax Law.

We offer an excellent comprehensive compensation and benefit package.

All candidates should send a cover letter **including salary history**, resume and **completed** job application to Jobs@nyls.edu. The application may be obtained on our website www.nyls.edu. Please be sure to include your salary requirements and salary history when completing the application.

New York Law School is an Equal Opportunity Employer