



Job Description

Position Title	Digital Communications Manager
Department	External Affairs
FLSA Status	Exempt

Founded in 1901, Brooklyn Law School is a vibrant intellectual community emphasizing teaching excellence with an innovative academic program designed to prepare our law students to practice law in many different sectors.

We strive to seek out and hire those individuals, both staff and faculty, who stand out in their field of excellence, wish to become part of the higher education community, and assist in providing the best support possible to our students.

Position Summary

Brooklyn Law School is seeking an experience Digital Communications Manager to join and enhance our Communications Department. This position will oversee all content and design management for the Law School's digital communications program, including the website and email campaigns. The manager will be responsible for creating and implementing standards for web content and presentation, overseeing the development and implementation of web protocols, evaluating and reporting on analytics for the Law School's digital platforms, and monitoring of and ensuring consistency of content on the School's intranet site.

Reporting to the Executive Director of Communications, the person in this position works closely with administrative departments, faculty, and other members of the Law School community to develop, advance, and manage the school's digital presence. In particular, the Digital Communications Manager works closely with IT staff to ensure the smooth operation of the website, troubleshoot technical issues, and keep apprised of technology matters that have an impact on the Law School's digital platforms

The Digital Communications Manager will make an impact in many areas, with responsibilities and duties including, but not limited to:

- Work closely with offices across the Law School, in particular the Offices of Communications, Events, Admissions, and Alumni Relations and Development, to implement email marketing initiatives;

- Working with External Affairs staff as well as administrators and faculty across the Law School to develop, manage, and execute digital communications strategy.
- Spearhead and manage web page creation and maintenance and regularly update content on the website;
- Create and implement standards for web content and presentation, oversee the development and communication of web and email marketing protocols and procedures;
- Support and analyze digital marketing efforts by Communications, Admissions, and Alumni Relations/Development.

EXPERIENCE AND QUALIFICATIONS

Successful candidates must possess outstanding planning organizational and management skills, must be able to prioritize and successfully manage several projects while communicating with senior administrator, department heads, faculty, and, on occasion, the dean(s) at the School. This person must thrive in a fast-paced environment and work efficiently with a varying amount of direction and must have the ability to handle multiple tasks simultaneously.

Minimum Qualifications Required to Apply for the Position

- Substantial experience with Web design and editing, including UX/UI (user experience/user interface) design and web graphic design skills including Photoshop;
- Experience working with Sitecore, basic coding, and content management systems;
- Experience with email marketing platforms such as iModules or similar platforms;
- Experience developing, implementing, and analyzing SEO strategies;
- Highly motivated, organized, and able to manage multiple projects and meet tight deadlines;
- Must possess excellent communication, organizational, and interpersonal skills;

BENEFITS

Brooklyn Law School has a competitive Total Rewards packages which includes Medical, Dental, Vision, Life & Disability Insurance, 403(b)Pension, Flexible Spending and Commuter benefits. We have a generous time off policy and promote a healthy work/life balance.

MINIMUM EDUCATION/EXPERIENCE REQUIRED:

- 4-year bachelor's degree from an accredited institution;
- Five or more years of relevant experience, particularly in CMS, email marketing, and project management, is preferred;
- Experience working in higher education is a plus.

HOW TO APPLY:

<https://www.brooklaw.edu/en/About-Us/Employment-Opportunities>

Email a cover letter and resume to the Law School to communications@brooklaw.edu

Please include the wording of Digital Communications Manager in the subject heading. No phone calls, please. Applications will be considered on a rolling basis and resumes received without cover letters will not be reviewed.

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

It is the policy of Brooklyn Law School not to discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital status, genetic information, disability, veteran status, or any other legally protected status under federal, state, or local law. It is also the policy of Brooklyn Law School to take affirmative action to employ, and to advance in employment, all persons regardless of race, color, religion, sex, national origin, age, marital status, genetic information, disability, veteran status, sexual orientation, or any other legally protected status, and to base all employment decisions on legitimate job requirements. This policy shall apply to all employment actions, including but not limited to recruitment, hiring, upgrading, promotion, transfer, demotion, layoff, recall, termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship, at all levels of employment.