Associate Director of Communications and Content

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Yeshiva University

Associate Director of Communications and Content

Job No: 498466
Work Type: Staff Full-time
Department: Katz School
Location: Beren Campus, 245 Lexington Avenue, NY, NY
Categories: Communications/Marketing/Media, Administrative Support

Position Summary:

The Katz School of Science and Health is seeking an Associate Director of Communications and Content.

This is a hands-on, creative, team-oriented position within the Katz School's nimble and dynamic Communications team - charged with advancing the work of cutting-edge STEM and Health Science programs in the heart of NYC through innovative, multi-channel communications and marketing strategies.

As Associate Director, you'll be tasked with crafting compelling messaging in line with the Katz School's brand and voice and advancing its mission of *making the world smarter, safer, and healthier*. You'll develop and execute strategic marketing and communications initiatives to support the School's programs, faculty, and students. You'll create and manage content across social media, newsletters, posters, email campaigns, and web platforms. Reporting to the Executive Director of Brand Communications and Strategy, you'll work in close collaboration with staff, students, faculty, program directors, the Dean's Office, and the University's central marketing team.

As Associate Director, you'll have a hand in shaping the story of one of NYC's newest and fastest-growing hubs for STEM and Health Sciences education, impacting the future of NYC's workforce in healthcare, cybersecurity, AI, nursing, physician assistant, and more. For a skilled communications and marketing professional with a passion for using those skills to improve people's lives, there is no better place.

Position Responsibilities:

Responsibilities include:

Strategy & Planning

- Develop and implement strategic marketing and communications plans to elevate the Katz School's identity, drive enrollment, and engage key audiences
- Evaluate and refine communications strategies based on data, stakeholder input, and institutional goals

Content Development & Execution

- Create, manage, and update content across platforms, including newsletters, email campaigns, web copy, social media, posters, and other collateral
- Manage website and oversee the accuracy and relevance of all school and auxiliary web content
- Serve as editor for high-impact school-wide materials such as fundraising collateral, student publications, and event communications
- Plan, implement, and evaluate targeted email campaigns using the school's digital marketing platform
- Revise and optimize communications based on overall performance

Collaboration & Oversight

- Coordinate messaging and initiatives with the University's central marketing team
- Lead high-priority projects in collaboration with program directors, staff, and the Dean's Office
- Support and coordinate the work of communications colleagues, including social media, photography, video, blog, and web design

- Collaborate on cross-departmental projects and initiatives, maintaining clear and timely communication

Operational Excellence

- Identify and implement process improvements to increase the impact and efficiency of the School's communications efforts to help the unit scale efficiently, given rapid enrolment growth
- Train staff and faculty contributors to self-edit and align with Katz School brand standards
- Provide backup support to communications team members to ensure continuity of operations

Experience & Educational Background:

Education and Experience

- Bachelor's degree required; master's degree preferred
- At least 3 years of relevant experience in communications, marketing, or public relations; 5-7 years preferred, ideally in higher education or science and technology settings
- Demonstrated success in managing multiple complex projects with competing priorities
- Strong portfolio showcasing writing, content strategy, and media production across digital platforms
- Proficiency in content and media management tools, with interest or experience in using AI and emerging technologies

Skills & Competencies:

Required Skills

- Outstanding communication skills-written, verbal, and visual-with the ability to engage diverse audiences and explain complex concepts clearly
- An understanding of data-driven communications, personalization, and developing journey-based campaigns
- Strategic and analytical thinking with a data-informed approach to planning and decision-making
- Proven project management skills and the ability to lead complex, multi-phase initiatives from planning through execution
- Strong interpersonal skills, collaborative mindset, and ability to build trust across departments and hierarchical levels
- High attention to detail and the ability to synthesize complex financial and operational data for executive use
- Ability to manage multiple priorities in a fast-paced environment while maintaining high performance standards

Preferred Skills

- Experience with systems development, process improvement, or operational scaling in academic or mission-driven settings
- Familiarity with education technology, data tools, or emerging AI platforms
- Comfort with ambiguity and a proactive, solutions-oriented approach to problem-solving
- Demonstrated interest in innovation and continuous improvement in support of academic and administrative excellence
- Familiarity with Drupal, WordPress, Marketing Cloud, and/or HubSpot is a plus

Application Instructions:

- Please upload a cover letter
- CV
- Names and contact information for three references

Salary Range:

$85,000 - $110,000

About Us:

ABOUT THE KATZ SCHOOL:

The Katz School of Science and Health, with 1300 master's and doctoral students, is now the largest graduate school at Yeshiva University. Located in the heart of New York City, Yeshiva University is a US News and World Report Top 100 University.

We are research scientists, tech builders, entrepreneurs, and patient-centered clinicians working on problems that matter. We focus on industry sectors that are central to the modern economy: Artificial Intelligence, Biotechnology, Computer Science, Cybersecurity, Data Analytics, Digital Media, and Fintech, as well as Physician Assistant Studies, Nursing, Occupational Therapy, and Speech-Language Pathology.

Katz School faculty take an interdisciplinary approach to research and education, fostering the creativity, collaborative thinking, and builder mindset required to take on today's toughest problems. Over the last five years, we have launched ten master's and doctoral programs with 92% graduation rates, 100% licensure pass rates, 95% post-graduation employment in high-paying careers, and students and alumni from over 30 countries.

The Katz School is a close-knit community with a big network, nestled in the heart of a big city. We are global in reach, with faculty and students from across the United States and around the world-and also deeply embedded in New York City's rich professional and social fabric. With a vibrant campus life and city at our fingertips, the Katz School is where bold, purpose-driven people come to create, connect, and explore. Read about projects at Katz.

ABOUT YESHIVA UNIVERSITY:

The mission of Yeshiva University - the world's flagship Jewish university - is to educate, empower, and inspire our students to become the next generation of leaders, guided at all times by our core values. We do this through a transformative, world-class, and interdisciplinary education that is deep and broad and that cultivates in our students a sense of meaning, purpose, and drive to make the world a better place - for themselves and for future generations.

Equal Employment Opportunity:

Yeshiva University is an equal opportunity employer committed to providing employment opportunities to all employees and candidates without regard to race, color, age, sex, national origin, disability status, or any other characteristic protected by federal, state, or local laws.

Application Instructions:

To apply, visit https://careers.pageuppeople.com/876/cw/en-us/job/498466/associate-director-of-communications-and-content

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