Marketing Lead, Cornell Tech (NYC)

higheredjobs.com/search/details.cfm



Cornell University

About Cornell Tech

Cornell Tech is Cornell University's state-of-the-art campus in New York City that develops leaders and technologies for the AI era through foundational and applied research, graduate education, and new ventures. Located on Roosevelt Island, the growing campus was founded in partnership with the Technion-Israel Institute of Technology and in close collaboration with the NYC Economic Development Corporation after Cornell won a worldwide competition initiated by Mayor Michael R. Bloomberg's administration to create an applied sciences campus in New York City. More than 1,000 Cornell students are now educated annually on the campus, including 700 in Cornell Tech programs. Since opening in 2012, nearly 120 new companies have spun out from startup programs at Cornell Tech, and 95 percent of them are based in New York City. Cornell Tech continues to have a transformative economic impact on the region's tech sector.

Position Summary

While position responsibilities vary, every member of our community is expected to foster a culture of belonging and a healthy work environment by communicating across differences; being cooperative, collaborative, open, and welcoming; showing respect, compassion, and empathy; engaging and supporting others regardless of background or perspective; speaking up when others are being excluded or treated inappropriately; and supporting work/life integration of oneself and others.

The Marketing Lead reports to the Executive Director of Communication and Marketing and manages and executes projects to help raise visibility and awareness of Cornell Tech to external audiences. This position involves tracking all communication and marketing department requests to ensure efficient and successful client-facing interaction. The Marketing Lead supports brand stewardship, public relations objectives, and various operational needs of the strategic communications team while working in close coordination with Cornell University peers.

Successful candidates will need to have and display the following competencies as part of this role:

- ***Communicates effectively*** - Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences
- ***Action oriented*** - Taking on new opportunities and challenges with a sense of urgency, high energy, and enthusiasm
- ***Manages Ambiguity*** - Operating effectively, even when things are not certain or the way forward is not clear
- ***Collaborates*** - Works cooperatively with others across the organization to achieve shared objectives

This is a full-time, benefits-eligible position. This is a hybrid remote position with onsite location at the Cornell Tech campus in New York City. Flexible work schedules are subject to change.

Visa sponsorship is not available.
Starting salary range: $85,000-$92,300

Essential Functions Include

Project Management Planning and Execution - 60%

- Manage and monitor all incoming requests to the team using the project management system
- Develop project plans/campaigns, including scope of work, timeline, and resources
- Serve as the primary point of contact for internal campus clients and vendors

- Monitor project progress and client expectations and ensure high level of satisfaction through communication and delivery
- Establish deliverables, schedules, and assignments to appropriate team members to ensure project milestones are met
- Maintain comprehensive project documentation on plans and reports
- Schedule Intake meeting with clients
- Direct and lead multimedia crews to ensure continuity with editorial strategy and campus vision
- Support marketing event production

Oversee Direct Digital Campaigns - 20%

- Manage distribution and optimization of paid content across all of Cornell Tech's social media platforms in coordination with other team members
- Lead digital marketing campaigns for campus constituents
- Liaise with campus constituents to develop, track, and report on discrete social media campaigns utilizing best practices including A/B testing and performance data analysis
- Optimize content and publishing schedule based on performance
- Manage social media budget, optimizing spends based on performance

Website and Digital App Management - 10%

- Oversee the development, maintenance, and optimization of Cornell Tech's website
- Maintain the Cornell Tech website on the front and back end to ensure dynamic content stays up-to-date
- Participate in strategic planning related to how dynamic content is distributed across the website
- Prepare analytics reports for dynamic content on the website to report on key metrics, analyzing data to inform strategic decisions on content
- Create robust analytics dashboards in Google Analytics
- Work closely with website vendors on projects, including redesign, feature implementations, technical support, and troubleshooting
- Monitor website performance using analytics tools
- Ensure consistency in design and tone across all web pages

Professional Development - 5%

Pursue professional development opportunities-conferences, workshops, classes, mentorships- to further master brand and marketing strategies

Other position-related responsibilities - 5%

- Participate in projects or other duties as assigned with occasional work responsibility falling above or below current classification.

- Completion of any university required compliance trainings.

Required Qualifications

- Bachelor's Degree with a focus in journalism, digital media, or communications plus 3+ years experience developing editorial communications across digital platforms
- Must have experience managing social media channels and running digital campaigns
- Experience using a content management system for a complex, multifaceted website
- Demonstrated skills in digital manipulation of images and video, including resizing, compressing, converting and rendering a variety of media into common digital formats
- Excellent written and organizational skills
- Experience managing video projects and crews
- Experience modeling values that support inclusion, belonging, and wellbeing.
- Ability to cultivate and develop inclusive working relationships with students, faculty, staff, and community members.
- Familiarity and experience with GA4, LinkedIn Campaign Manager, Meta Ads Manager, Google Search Console, ChatGPT, Claude, Grammarly, Mailchimp, and Sprout Social preferred
- Ability to define, test, and refine prospect audiences to reach high-intent candidates for a variety of programs.
- Skill in allocating budgets, pacing spends, and shifting investment based on performance and priorities.
- Ability to continuously test ad messaging, visuals, and formats to improve engagement and conversion rates.
- Expertise in optimizing landing pages, CTAs, and forms to increase inquiries, applications, and yield.
- Ability to connect marketing activity to measurable outcomes such as cost per inquiry, cost per application, and conversion quality.
- Skill in improving website content clarity, relevance, and search visibility to attract and convert prospects.

Preferred Qualifications

- Experience with Google Analytics
- Experience with website content management systems
- Experience with a project management system like Basecamp or Asana

Culture of Inclusion and Community Standards

As a university founded to be a place where "...any person can find instruction in any study," inclusion and belonging are at the core of our values and mission. We strive to be a welcoming, caring, healthy, and equitable community where students, faculty, and staff with different backgrounds, perspectives, abilities, and experiences can learn, innovate, and work

in an environment of respect, and feel empowered to engage in any community conversation. As a member of the Cornell University community, it is important to recognize our shared responsibility to each other to cultivate a culture of inclusion for all. Cornell Core values

As an individual contributor you will model and support a culture of inclusion, belonging, and wellbeing and continually seek to understand how your role, behaviors, and actions impact the success of this culture.

While position responsibilities vary greatly, the Skills for Success and Leadership Skills for Success are foundational to what is expected of every employee and leader working at Cornell. These skills are essential for individual and organizational success. Staff Skills for Success; Leadership Skills for Success

Rewards and Benefits

Competitive compensation, generous time-off, and great benefits ...More on Cornell Benefits

University Job Title:

Communication Spec III
Job Family:

Communications/Marketing
Level:

F
Pay Rate Type:

Salary
Pay Range:

$79,391.00 - $107,285.00
Remote Option Availability:

Hybrid
Company:

Endowed
Contact Name:

Evelyn Gordon
Contact Email:

eg629@cornell.edu
Job Titles and Pay Ranges:

Non-Union Positions

Noted pay ranges reflect the potential pay opportunity for each job profile. The hiring rate of pay for the successful candidate will be determined considering the following criteria:

- Prior relevant work or industry experience
- Education level to the extent education is relevant to the position
- Unique applicable skills
- Academic Discipline

To learn more about Cornell's non-union staff job titles and pay ranges, see Career Navigator.

Union Positions

The hiring rate of pay for the successful candidate will be determined in accordance with the rates in the respective collective bargaining agreement. To learn more about Cornell's union wages, see Union Pay Rates.

Current Employees:

If you currently work at Cornell University, please exit this website and log in to Workday using your Net ID and password. Select the Career icon on your **Home** dashboard to view jobs at Cornell.

Online Submission Guidelines:

Most positions at Cornell will require you to apply online and submit both a resume/CV and cover letter. You can upload documents either by "dragging and dropping" them into the dropbox or by using the "upload" icon on the application page. For more detailed instructions on how to apply to a job at Cornell, visit How We Hire on the HR website.

Employment Assistance:

For general questions about the position or the application process, please contact the Recruiter listed in the job posting or email mycareer@cornell.edu.

If you require an accommodation for a disability in order to complete an employment application or to participate in the recruiting process, you are encouraged to contact Cornell Office of Civil Rights at voice (607) 255-2242, or email at accommodations@cornell.edu.

Applicants that do not have internet access are encouraged to visit your local library, or local Department of Labor. You may also request an appointment to use a dedicated workstation in the Office of Talent Attraction and Recruitment, at the Ithaca campus, by emailing mycareer@cornell.edu.

Notice to Applicants:

Please read the required Notice to Applicants statement by **clicking here**. This notice contains important information about applying for a position at Cornell as well as some of your rights and responsibilities as an applicant.

EEO Statement:

Cornell welcomes students, faculty, and staff with diverse backgrounds from across the globe to pursue world-class education and career opportunities, to further the founding principle of "... any person ... any study." No person shall be denied employment on the basis of any legally protected status or subjected to prohibited discrimination involving, but not limited to, such factors as race, ethnic or national origin, citizenship and immigration status, color, sex, pregnancy or pregnancy-related conditions, age, creed, religion, actual or perceived disability (including persons associated with such a person), arrest and/or conviction record, military or veteran status, sexual orientation, gender expression and/or identity, an individual's genetic information, domestic violence victim status, familial status, marital status, or any other characteristic protected by applicable federal, state, or local law.

Cornell University embraces diversity in its workforce and seeks job candidates who will contribute to a climate that supports students, faculty, and staff of all identities and backgrounds. We hire based on merit, and encourage people from historically underrepresented and/or marginalized identities to apply. Consistent with federal law, Cornell engages in affirmative action in employment for qualified protected veterans as defined in the Vietnam Era Veterans' Readjustment Assistance Act (VEVRAA) and qualified individuals with disabilities under Section 503 of the Rehabilitation Act. We also recognize a lawful preference in employment practices for Native Americans living on or near Indian reservations in accordance with applicable law.

2025-12-23
Cornell University is an equal opportunity, affirmative action educator and employer.
© 2026 HigherEdJobs. U.S. Patent 8,548,928