

Assistant Dean, Law External Affairs

Posting Details

Posting Summary

Position Title	Assistant Dean, Law External Affairs
Position Number	198860
Status	Full Time
Executive	Provost/EVP Academic Affairs
Division	School of Law
Department	External Affairs L0172
Primary Campus/Site	WP - White Plains Law School
Grant Funded?	No

Position Summary

The Elisabeth Haub School of Law at Pace University, located in White Plains, New York, is seeking an Assistant Dean for External Affairs. The Assistant Dean will be responsible for developing and executing a comprehensive external relations strategy that comprises communications, marketing, and government/community relations efforts for the Law School, with an eye toward further building its reputation and good will among the legal and academic communities, prospective students, alumni, employers, and community members. Reporting directly to the Dean, the Assistant Dean is a member of the Elisabeth Haub School of Law's leadership team. The Assistant Dean for External Affairs will also work closely with the Director of Development on communications and messaging strategies for alumni relations.

Essential Functions:

- Develop and implement a strategy and brand identity that promotes the Law School as a distinct school that is also an important part of Pace University.
- Ensure that all of the Law School's external and internal communication is consistent and effective in maintaining and strengthening the School's brand identity.
- Collaborate with assistant deans of admissions, career services, development, and student affairs to develop and implement marketing strategies that support institutional goals related to student recruitment, placement of graduating students, cultivation of alumni and donors, and engagement and retention of current students.
- Develop and implement a media relations strategy to enhance the image and reputation of the Law School both locally and nationally.
- Provide strategic direction and oversight for the Law School's website and social media presence.
- Oversee the editorial content, design, and production of the Law School's alumni magazine.
- Promote the law faculty's scholarship through publications, the website, social media, special events, and other appropriate means.
- Develop and implement a strategy to engage key stakeholders, including elected officials, board members, practicing attorneys, community groups, and non-profit entities in supporting the institutional goals and priorities of the Law School and Dean.
- Work with the Director of Development to oversee communications strategies for the Board of Visitors, Law Leadership Dinner, and alumni reunions.
- Supervise additional communications team members
- Manage departmental budgets.

Applications are encouraged from people of color, individuals of varied sexual and affectional orientations, individuals who are differently-abled, veterans of the armed forces or national service, and anyone whose background and experience will

contribute to the diversity of the law school. Pace is committed to achieving a completely equal opportunity in all aspects of University life.

Position Duties

- Create, implement, and measure the success of a comprehensive marketing strategy that will enhance the law school's image and position in the legal and academic communities.
- Create and implement a branding strategy and style guide for the use of the Elisabeth Haub School of Law name and logo on all school materials, the website, campus signage and social media.
- Create and oversee the implementation of a comprehensive communications plan designed to increase alumni participation in, and overall philanthropy to, the Law School.
- Develop a strategic, research-based marketing plan that includes direct marketing, micro-targeting, social media, and online marketing platforms.
- Implement a web marketing strategy, generate content, and oversee website design structure and navigation. Assist with search engine optimization and marketing, and utilizing analytical data to best market the website and the Law School.
- Provide communications advice and assistance to the Law School Dean.
- Create, manage, and supervise editorial content for online and print publications such as magazines, communications, web copy, social media, and advertisements.
- Serve as a brand manager to ensure that all communications vehicles reflect the Law School image and identity, with an eye toward achieving the maximum return on investment for all publications and advertisements.
- Supervise all staff in the marketing and communications departments.
- Manage the development, marketing, and communications budgets.
- Effectively enable staff so that they can take action on behalf of the Law School.
- Oversee all public relations for the Law School, including serving as the spokesperson for the Law School, and overseeing the creation and distribution of press releases, the arrangement of interviews, and securing of media contacts.

Position Qualifications

Applicants must possess a graduate degree and at least 7 years of progressively responsible experience in marketing and/or communication. The successful applicant will be a detail-oriented, effective team leader, with excellent verbal and written communication skills. Applicants should also have skills, knowledge, and experience in the design and execution of marketing, communications, website, social media, and public relations activities. Additionally, applicants should have a past successful experience in creating presentations, interacting with the media, overseeing website design and production, and developing print and online materials and publications. Computer literacy in word processing and database management is also required. Knowledge of design software (InDesign or Photoshop) is a plus. Familiarity and/or experience with the legal profession is required, and knowledge of legal education, in particular, is a plus. Familiarity and/or experience with Development and Alumni Relations is also required.

Work Hours

Monday-Friday, 9AM to 5PM; additional hours as required

Posting Detail Information

Posting Number	S00756P
Job Open Date	11/27/2019
Job Close Date	12/27/2019
Open Until Filled	No

Special Instructions to Applicant

About the Institution

Pace University has a proud history of preparing its diverse student body for a lifetime of professional success as a result of its unique program that combines rigorous academics and real-world experiences. Pace is ranked the #1 private, four-year college in the nation for upward economic mobility by Harvard University's Opportunity Insights, evidence of the transformative education the University provides.

From its beginnings as an accounting school in 1906, Pace has grown to three campuses, enrolling 13,000 students in bachelor's, master's, and doctoral programs in more than 150 majors and programs, across a range of disciplines: arts, sciences, business, health care, technology, law, education, and more. The university also has one of the most competitive performing arts programs in the country. Pace has a signature, newly renovated campus in New York City, located in the heart of vibrant Lower Manhattan, next to Wall Street and City Hall, and two campuses in Westchester County, New York: a 200-acre picturesque Pleasantville Campus and a Law School in White Plains.

AA/EEO Statement

Pace University is an Equal Opportunity, Affirmative Action employer. Minorities, women, veterans, individuals with disabilities, and people of all gender identities are encouraged to apply.

Annual Security Report Notice

Pace is committed to ensuring the safety and security of the students, faculty, staff and visitors to the University. In compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, the University's Safety and Security department publishes an Annual Security and Fire Safety Report, which can be accessed [here](#). The report contains information on security policies as well as crime and fire statistics for the University.

Benefits Offered

<http://www.pace.edu/human-resources/compensation-benefits/prospective-full-time-employee>

Quicklink for Posting

<http://careers.pace.edu/postings/14424>

Supplemental Questions

Required fields are indicated with an asterisk (*).

1. * How did you hear about this employment opportunity?

- Public Job Posting
- Internal Job Posting
- Agency Referral
- Advertisement/Publication
- Personal Referral
- Website
- Other

2. If you selected other, please specify:
(Open Ended Question)

Applicant Documents

Required Documents

1. Resume
2. Cover Letter

Optional Documents

1. Media File
2. Portfolio