

The Fashion Institute of Technology (FIT), an internationally renowned college of art and design, business and technology of the State University of New York, invites applications for the position of
Media Relations Specialist.

Job Description Under supervision of the executive director of Public and Media Relations, the specialist coordinates and completes a range of activities including but not limited to: Collaborating with senior management to develop strategic thinking and planning; working with members of the FIT community to identify and develop story ideas that demonstrate and support the college's mission and strategic plan; writing, pitching, and placing stories with the media on all available platforms; assessing and managing FIT community requests for media support in order to determine whether these meet strategic goals and, if so, ensuring that strategic messages are included; cultivating international, national, and local media relationships; supporting emergency and crisis communications functions in support of the college; scheduling and supervising photography and video shoots; supervising media at college events.

This is a general description and is not to be construed as all-inclusive.

Requirements Bachelor's degree and a minimum of 5 years' experience in media relations. Strong track record of media placements and relationships with media, especially as they relate to higher education and the college's departments, programs, and experts. Advanced writing, editing, and verbal skills, as they relate to gathering information, identifying stories, writing content, and disseminating information to the media via all commonly used formats. Ability to work independently, completing multiple projects on tight deadlines with minimal need for supervision. Deep knowledge of social media and technology, with the ability to utilize all methodologies and platforms. Capable of acting as a backup to the executive director of Public and Media Relations. Strong organizational and interpersonal abilities. Experience working within higher education or a non-profit organization desirable.

Additional Information:

Full Time: 35 hours per week*

Salary Schedule 94/0 \$60,858 pr year

Schedule subject to change based on needs of the department

Application Instruction Applicants interested to apply MUST submit the following documents online:

- Resume/CV
- Cover letter

Returning Applicants - Login to your FITNYC Careers Account to check your completed