

# Marketing Plan

FORDHAM | CAREER CENTER  
FOR CURA PERSONALIS

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MMC5155  
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# Brand Guide

## Typefaces

Soleil (Primary)   Knockout (Accent)   Leitura (Formal)

## Voice & Tone

Empowering   Professional   Hopeful   Educated   Empathetic   Approachable

## Personality

Business Casual   Trusted Mentor   Forward-Thinking   Resourceful

## Values

Cura Personalis   Magis   People For and With Others   Discernment

Unity of Heart, Mind, and Soul   For the Greater Glory of God

Finding God in All Things   Forming and Educating Agents of Change

FFFFFF

282220

5A0414

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## Mission

To demonstrate the relevance of a Fordham Jesuit education to students and employers, bridging classroom education with meaningful, individualized experiences.

## Positioning

The leading hub for professional growth and early career recruitment with strong Jesuit values, proven expertise, and dedication to its community.



# Goals



Brand Awareness



Lead Generation



Conversions

# Target Audience



Recruiting for Internships and Early Career Positions



Medium to Large For-Profits and Non-Profits



Based in the NYC Metro Area

# Content Strategy

LinkedIn Ads

Emails

Print

Landing Pages

# LinkedIn Ads

**Fordham Career Center**  
39 followers  
Promoted

Finding the right interns isn't easy. Lucky for you, a dedicated team of experts is there to help with every step of the process. Schedule a consultation to learn more about the Fordham Career Center and discover our full range of free and low-cost recruiting services:



**Fordham University Recruiting Services**  
[fordham.edu/career](http://fordham.edu/career)

[Learn More](#)

47 likes 21 comments

Like Comment Share Send

**Fordham Career Center**  
39 followers  
Promoted

Want to take your internship recruitment offline? Don't miss your chance to register for this semester's career fairs at Fordham and meet more than 500 ambitious students! Limited spots remain. Register today:



**Fordham University Career Fairs**  
[fordham.edu/career](http://fordham.edu/career)

[Register](#)

47 likes 21 comments

Like Comment Share Send

**Fordham Career Center**  
39 followers  
Promoted

A small recruitment team doesn't mean your recruitment strategy needs to be small. The Fordham Career Center offers affordable partnerships for companies of all sizes, including non-profits, to maximize their efforts. Learn more about our Signature and Pipeline Partnerships and schedule a consultation:



**Fordham University Recruiting Partnerships**  
[fordham.edu/career](http://fordham.edu/career)

[Learn More](#)

47 likes 21 comments

Like Comment Share Send

# LinkedIn Ads

 **Fordham Career Center**  
39 followers  
Promoted

Your nonprofit wants to hire early career professionals who share your values. Meet the Fordham Career Center: Fordham's innovative career and recruiting services department. Everything we do is rooted in Jesuit principles, translating to holistic support and the highest quality offerings for your company. Learn more about our values and services in our recruiting guide:



**Free Recruiting Guide** [Download](#)

fordham.edu/career

47 likes 21 Comments

Like Comment Share Send

 **Fordham Career Center**  
39 followers  
Promoted

Are you struggling to get applicants for your early career programs? The Fordham Career Center has helped hundreds of businesses form meaningful relationships with young talent, transforming their recruitment pipelines. Download our recruiting guide to explore our services, including free options, and learn how we can support your needs.



**Free Recruiting Guide** [Download](#)

fordham.edu/career

47 likes 21 Comments

Like Comment Share Send

# Emails

## Early Career Recruiting Services Designed Just For You

You're looking to recruit talented young professionals for your internships and jobs. We've got thousands of tomorrow's industry leaders ready to start their careers.

Want to tap into our talent pool? Work with the Fordham Career Center and you can:

- Boost your brand awareness with a tabling session or info session
- Recruit for an open position with coffee chats and interview days
- Form meaningful professional relationships with networking events and career fairs

That's not all we have in store! We're proud to offer customizable services.

Explore the Fordham Career Center's Services

## Your Next Recruiting Season Starts Now

The start of the next semester is right around the corner! Is your recruiting strategy ready?

Whether you're just starting or looking to finalize last-minute details, the 2025 annual recruiting guide is here to help you design a high-impact recruiting strategy!

What's inside the guide:

- Best seasons to recruit for jobs and internships
- How different recruiting events can impact your applicant pool
- Student demographic data to inform your outreach
- How to write compelling outreach, including time-saving templates

Download the Fordham  
Recruiting Guide

## Post Your Position Without Having to Pay

It's hard to get the right candidates to apply to your position. It's even more complicated when your position isn't reaching many potential applicants.

What if there was a free solution to both problems?

When you make an account on Handshake and register with Fordham University, your listing will reach more than 70,000 students and alumni. Plus, you can get matched with up to 100 candidates per position and direct message up to 25 candidates monthly.

It's never been easier or more budget-friendly to connect with top talent!

Make your free Handshake account today

# Emails

## Struggling to Make a Connection with Candidates Online?

It's challenging to connect with candidates virtually. While online recruiting is convenient, nothing can replace face-to-face interaction.

That's why the Fordham Career Center offers a full spectrum of convenient and scaleable in-person recruiting services at our Bronx and Manhattan campuses. Introduce your organization to large groups at career fairs and tabling sessions or schedule a more intimate conversation with info sessions and coffee chats.

When you visit Fordham for a recruiting session, your candidate pool will be more engaged, and you're more likely to receive more relevant applications.

Contact our team to schedule your on-campus recruiting session

## Get More From Your Career Fair Visit

It's almost career fair season! Are you ready to get even more out of your fair visit?

Registering for any of this semester's career fairs by September 10 will give you access to the fair's resume book at no additional cost.

This is an excellent opportunity to expand your pool of potential candidates and connect with more Fordham Rams. More than 40 employers discovered and hired applicants from our resume books last year, so your organization could be next!

Don't miss your chance to gain resume book access - register by September 10

## Imagine Continuous, Tailored Recruiting Help

Have you loved working with us as much as we've loved working with you? A Signature Partnership could be the next step if your organization is looking for more from the Fordham Career Center.

Signature Partnerships are a formal partnership between the Fordham Career Center and your brand, featuring support in developing and executing your early career recruiting strategy for a full academic year. With four standard tiers available and the ability to customize your package, we can provide the tools and resources you need to get the desired talent.

Find the Signature Partnership tier that's right for you

# Print Materials

Imagine great  
intern  
applications  
showed up at  
your desk as  
effortlessly as  
this postcard.



## RECRUIT TOP EARLY CAREER TALENT

When you hire with the Fordham Career Center, you get personalized service to hire the next generation of thought leaders and innovators.

No matter your industry or budget, we're here to connect you with tomorrow's top talent.

DISCOVER RECRUITING  
OPPORTUNITIES AT  
**FORDHAM.EDU/CAREER**



# Print Materials



## Why Fordham?

Leading with Jesuit values, we provide versatile recruiting opportunities to help you build brand awareness, discover top-quality candidates, and hire the next generation of industry leaders and professionals.

## Get In Touch

(718) 817 - 4350  
[FordhamFutures@fordham.edu](mailto:FordhamFutures@fordham.edu)  
[fordham.edu/career](http://fordham.edu/career)

Campuses in  
The Bronx and Manhattan  
Hybrid and Virtual Options Available



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FOR CURA PERSONALIS

## Recruit Tomorrow's Top Talent

From New York City's  
Jesuit University



## Get to Know **Handshake**

### Use Handshake to:

- Post jobs, internships, and events
- Register for career fairs
- Post to users' feeds
- Message students and alums directly

Make a free account at  
[app.joinhandshake.com](http://app.joinhandshake.com)

## Connect with Rams

Free opportunities include:

- Info Sessions
- On-Campus Tabling
- Coffee Chats
- Interview Days
- Site Visits
- Career Development Workshops
- Panels
- Networking Sessions

Paid opportunities include:

- Career Fairs
- Resume Books
- Event Sponsorship
- Job/Internship Promotion
- Email, Blog, or Social Media Spotlight
- Interview Room Sponsorship

## Recruiting Guide



## Become a Signature Partner

Looking to make the most of your recruiting? Establish a formal partnership and receive tailored, continuous support in recruiting strategy, plus exclusive invites and additional advertising opportunities.



# Landing Pages

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FOR CURA PERSONALIS

## Recruit Top Early Career Talent with the Fordham Career Center

Personalized services for success in every industry with every budget

We don't believe in a one-size-fits-all approach to early career recruiting at the Fordham Career Center. We were created on the principle of *cura personalis*— care of the whole person. Whether recruiting for your small nonprofit or sizeable financial firm, you'll get personalized support with solutions designed just for you by our campus recruiting experts. Our offerings include:

- 1:1 sessions, like coffee chats and interview days
- Info sessions
- Industry-specific career fairs
- Guest speaking at workshops and panels
- Site visits
- Networking events
- On-campus tabling

And more!

Fordham allows you to reach students at both the Bronx and Midtown Manhattan campuses. If you want to maximize your recruiting efforts, your organization can enroll in a Signature Partnership.

[Connect with our Team to Explore Your Recruiting Options](#)



# Future Strategies

## SEO

Increase organic web traffic and search ranking with:

- Site Audit
- Keyword Research
- Competitor Analysis

## Content Marketing

Deliver value and boost brand visibility through:

- Blog Posts
- Webinars
- Educational Videos
- Infographics

## Influencer Marketing

Recruit loyal clients, especially alumni working as employers, to promote our services with:

- UGC Campaigns
- Special Events
- Incentives

# Search Engine Optimization

FORDHAM UNIVERSITY

Career Center

About Us | Career Development Resources | For Current Students | For Graduate Students | For Alumni | For Employers | Faculty Career Toolbox | Career Center Blog

Career Center

Get Involved  
Signature Partners  
Frequently Asked Questions for Employers

**Handshake**  
Handshake - Job and Internship Database

Rose Hill  
Mon-Fri, 9 a.m. - 5 p.m.  
[Book an appointment](#)  
McShane Campus Center  
Room 223  
617-4360  
[FordhamFutures@fordham.edu](mailto:FordhamFutures@fordham.edu)

Lincoln Center  
Mon-Fri, 9 a.m. - 5 p.m.  
[Book an appointment](#)  
140 West 62nd Street  
Suite G-49  
212-636-6280  
[CareerPlan@fordham.edu](mailto:CareerPlan@fordham.edu)

Stay Connected via Social Media and Newsletters



## Career Center Services and Policies for Employers

### Recruit Early Career Talent at Fordham

Your organization is looking for interns and early career professionals. Fordham delivers top candidates with a quality Jesuit education. The Career Center provides a full range of campus recruiting services to for-profit and nonprofit employers of all sizes. Regardless of your team's recruiting resources and budget, the Career Center offers personalized service to ensure you maximize your efforts.

### Complimentary Services

If your organization wants to promote a current or upcoming position opening, our complimentary recruiting services are ideal for attracting applicants and increasing your pool of potential candidates.

- Handshake Account(s)
- Job and Internship Listings
- Info Sessions
- On-Campus Tabling
- Coffee Chats
- Interview Days
- Site Visits
- Career Development Workshops
- Panels
- Networking Sessions
- LinkedIn Group Membership

The Career Center also offers Signature Partnerships, a year-long formal relationship with tailored, continuous support in recruiting strategy. For-profit organizations may select one of three tier packages that best meet their needs. A nonprofit tier provides curated support at a reduced cost. Visit our [Signature Partners page](#) to learn more about our current partners and tiers.

In-person sessions can be booked at the Rose Hill (Bronx) or Lincoln Center (Manhattan) campuses. To book a session at both campuses, you can schedule a hybrid program or two identical events on separate days.

### Paid Services

If your organization hopes to boost brand awareness and build long-term relationships with young talent, our paid recruiting services and add-on packages will increase your reach within the Fordham community.

- Career Fairs
- Resume Books
- Event Sponsorship
- Job/Internship Promotion
- Email, Blog, or Social Media Spotlight
- Interview Room Sponsorship

Not near New York City? Not a problem! Your organization can schedule virtual info sessions, coffee chats, interview days, and career development workshops or participate in resume books and promotional and sponsorship opportunities.

When you're ready to start your recruiting journey at Fordham, register for a free Handshake account at [app.joinhandshake.com](https://app.joinhandshake.com) and follow the prompts to set up your profile and connection with Fordham University. Need help setting up your account? Visit our [Employer FAQs](#) page.

### Current Partners



### Employer & Recruiter Policies

Fordham University adheres to the National Association of Colleges and Employers' (NACE) recruiting

policies, and we ask that you understand and abide by these policies that relate to

(1) Principles for Professional Conduct For Career Services & Employment Professionals and

(2) Recruiting Policies

<a href="#">Employer Policy</a>	+
<a href="#">Staffing Firms and Third Party Recruiters</a>	+
<a href="#">Fees to Students</a>	+
<a href="#">Internship Compensation</a>	+
<a href="#">Commission Based Positions</a>	+
<a href="#">NYC Pay Transparency Law</a>	+

# Content Marketing

## Blog Post

Internships Gone Viral: 5 Ways to Get Gen-Z Interested in Your Early Career Programs

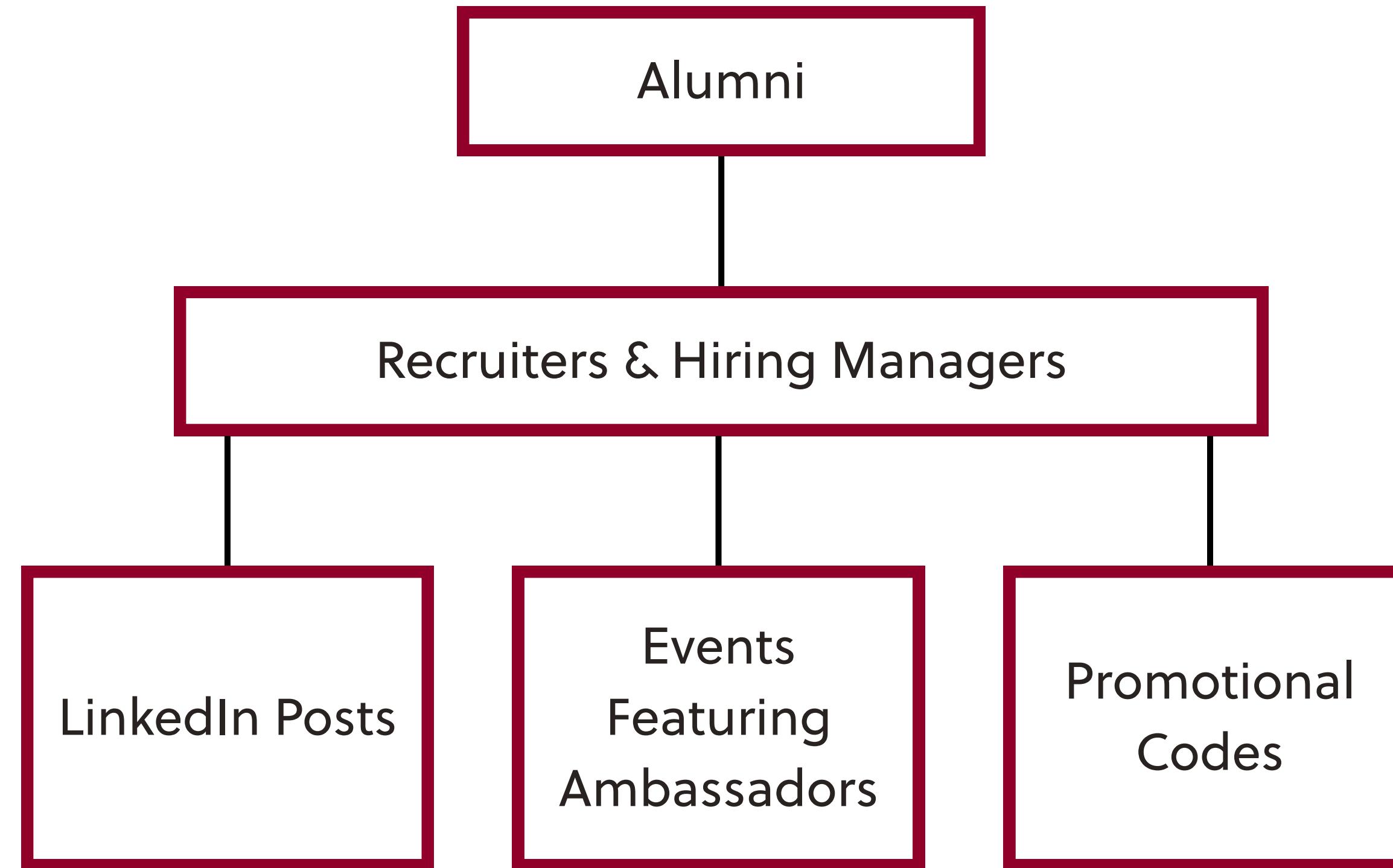
## Infographic

Gen-Z Candidates Are Interviewing You, Too. What Are They Looking For?

## Webinar

Recruiting Within Reach: A Conversation on Building Your Early Career Talent Pipeline

# Influencer Marketing



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