

Administrative Assistant 1, Marketing and
Communications
University at Buffalo, The State University of New York

Direct Link: <https://www.AcademicKeys.com/r?job=168075>

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Posted Sep. 24, 2021, set to expire Jan. 24, 2022

Job Title	Administrative Assistant 1, Marketing and Communications
Department	VPSL Office
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Sep. 24, 2021
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Classified Staff
Academic Field(s)	Administrative Support/Services
Job Website	https://www.ubjobs.buffalo.edu/postings/30790

Apply By Email

Job Description

Position Summary

Blackstone LaunchPad, a campus-based entrepreneurship network, is accepting applications to fill the Administrative Assistant 1, Marketing and Communications position. In this role, your responsibilities will include:

- Planning, developing and implementing communication and marketing initiatives for the unit that build brand awareness and influence students to engage
- Developing and maintaining social media content across all Blackstone LaunchPad channels
- Managing the Unit's online web presence
- Build and maintain strong media relationships on-campus and in the Western New York community.
- Developing press releases, media advisories and success stories to share with University and media outlets.



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Develop content in support of programming to influence students to engage in offerings.
Coordinating editorial calendars
Proofreading content to ensure it is well- written and meets applicable standards
Managing the unit's tools and software to develop and deploy marketing and communication content

This role demands strong organizational skills, excellent communication, flexibility, and an eagerness to learn.

Our team recognizes the advantages diverse perspectives and backgrounds bring to the workplace. We are particularly interested in candidates who share this value and will work to achieve the university's goals of inclusive excellence.

Blackstone LaunchPad

At Blackstone LaunchPad, there is something for everyone. We welcome all students, alumni, faculty and staff, regardless of discipline, experience or degree program. Because with the tools, resources and network available through Blackstone LaunchPad and our partners, anyone can be an entrepreneur.

Outstanding Benefits Package

Working at UB comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options. We also focus on creating and sustaining a healthy mix of work, personal and academic pursuit – all in an effort to support your work-life effectiveness. Visit our benefits website to learn about our benefit packages.

About UB

The University at Buffalo is SUNY's most comprehensive public research university, and an outstanding place to work. UB amplifies ambition for faculty and staff by offering endless possibilities to achieve more. Here, people from all backgrounds and cultures challenge and inspire each other to discover, learn and succeed. Dedicated staff and engaged faculty collaborate to further knowledge and understanding, and develop tenacious graduates who are valued for their talents and their impact on global society. Visit our website to learn more about the University at Buffalo.



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As an Equal Opportunity / Affirmative Action employer, the Research Foundation will not discriminate in its employment practices due to an applicant's race, color, religion, sex, sexual orientation, gender identity, national origin and veteran or disability status.

Minimum Qualifications

Bachelor's degree

Demonstrated strong verbal and written communication skills, including the ability to adapt tone and style for different media and target audiences.

Demonstrated knowledge and understanding of print, video, web and social media content creation and processes;

Preferred Qualifications

Experience in higher education, program development, and/or supporting college bound students.

Demonstrated interest in technology, startups, entrepreneurship, innovation, venture capital, etc.

Experience successfully working with media and managing social media presence and engagement.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact