

Digital Marketing Specialist, University Advancement
University at Buffalo, The State University of New York

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Downloaded On: Jun. 30, 2024 10:36am

Posted Sep. 14, 2023, set to expire Aug. 4, 2024

Job Title	Digital Marketing Specialist, University Advancement
Department	University Advancement
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Sep. 14, 2023
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Classified Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
Job Website	https://www.ubjobs.buffalo.edu/postings/45141
Apply By Email	
Job Description	

Position Summary

University Advancement has a vacancy for a **Digital Marketing Specialist**. This position is a member of the Advancement Communications team and a key partner in the division's digital strategy and practice, and is primarily responsible for the planning, execution, and management of engaging digital marketing campaigns. Using relevant and useful (pre-existing, curated, and original) content, and meaningful interactions designed to inspire audiences, the incumbent will support the achievement of strategic engagement goals of the division.

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In addition, the Digital Marketing Specialist will:

- Manage the division's social media accounts, engaging daily with alumni, donors, students, and friends on those channels.
- Contribute to the master content calendar, inclusive of a multi-channel content marketing strategy, and coordinate and publish newsletter and web content.
- Analyze, report, and advise on the use of existing and emerging digital channels.

The ideal candidate is dedicated to uncovering new ways to make content work smarter and be more personally relatable for our key constituents. They are also enthusiastic and passionate about digital communication, detail-oriented, self-motivated, creative, and are ready to take the reins of a highly visible and influential online presence at the university. They must have a calm temperament, humility, and diplomatic communication skills to connect gracefully with external constituents, win internal allies, harnessing their enthusiasm for the good of the division.

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](#).

Division of University Advancement

Building stronger connections with UB's 280,000+ alumni and donors worldwide is critical to the university's goal: to situate UB among the nation's top 25 public research universities. UB alumni and friends are grateful and generous, supporting the largest, most ambitious fundraising campaign the university has ever launched. Through *Boldly Buffalo: The Campaign for UB*, we seek to raise \$1 billion. We invite you to join our University Advancement team and be part of our historic efforts.



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About The University at Buffalo

The University at Buffalo (UB) #ubuffalo is one of America's leading public research universities and a flagship of the State University of New York system, recognized for our excellence and our impact. UB is a premier, research-intensive public university dedicated to academic excellence. Our research, creative activity and people positively impact the world. Like the city we call home, UB is distinguished by a culture of resilient optimism, resourceful thinking and pragmatic dreaming that enables us to reach others every day. Visit our website to learn more about the [University at Buffalo](#).

University at Buffalo is an affirmative action/equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities.

Minimum Qualifications

- A minimum of one year of experience working in a professional setting developing digital content (written, multimedia, visual) and/or managing social media activity for an organization or corporation.
- In-depth knowledge and understanding of platforms such as Facebook, Instagram, LinkedIn, Twitter, YouTube, Snapchat, Tik Tok and other emerging digital platforms.
- Experience with channel performance assessment and analytics (e.g. Google Analytics, Facebook Insights et. al.).
- Knowledge and understanding of digital technology, trends and best practices in social media engagement, content marketing and innovation.
- Familiarity with or proficiency in digital content production technologies (e.g. CSS, Adobe Photoshop and Premiere).
- Flexibility in working evenings and weekends, monitoring and responding to social media activity.

Contact Information

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

Contact