

Assistant Director of Marketing, University Advancement  
University at Buffalo, The State University of New York

Direct Link: <https://www.AcademicKeys.com/r?job=229266>

Downloaded On: Jun. 30, 2024 10:20am

Posted Jan. 22, 2024, set to expire Aug. 4, 2024

<b>Job Title</b>	Assistant Director of Marketing, University Advancement
<b>Department</b>	University Advancement
<b>Institution</b>	University at Buffalo, The State University of New York Buffalo, New York
<b>Date Posted</b>	Jan. 22, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Associate/Assistant Director
<b>Academic Field(s)</b>	Graphic Design/Marketing Communications/Public Relations Graphic Design/Marketing
<b>Job Website</b>	<a href="https://www.ubjobs.buffalo.edu/postings/47682">https://www.ubjobs.buffalo.edu/postings/47682</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

**Position Summary**

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**University Advancement** has a vacancy for an **Assistant Director of Marketing**. 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 Assistant Director will achieve the strategic goals of the division.

### **In addition, the Assistant Director of Marketing will:**

- Manage the division's social media accounts, engaging daily with alumni, donors, students, and friends on social media and email 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 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 portfolio at the university. They must have a calm temperament, humility, and diplomatic communication skills to connect gracefully with external constituents, win internal allies, and harness 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. We support your growth and development through our career coaching and training department and we qualify as a public service loan forgiveness organization. Learn more about our [benefit packages](#).

### **Division of University Advancement**

Building stronger connections with UB's 300,000+ 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.

### **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



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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

- Bachelor's degree
- A minimum of two years 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.).
- Advanced oral and written communication skills
- Organizes work and manages own time
- Flexibility in working evenings and weekends, monitoring and responding to social media activity

### Preferred Qualifications

- Preferably holds a degree in multimedia development, journalism, English, communications, public relations, media study, graphic design or similar field.
- Knowledge and understanding of digital technology, trends and best practices in social media engagement, email newsletters, content marketing and innovation.
- Experience in and enthusiasm for working with digital communications, especially email and social media.
- Familiarity with or proficiency in digital content production technologies (e.g. CSS, Adobe Photoshop and Premiere)
- Familiarity with or proficiency in email platforms (e.g. Marketing Cloud, Mail Chimp and Constant Contact)



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**Contact Information**

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

**Contact**

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