

Assistant Director for Marketing and Communications
University at Buffalo, The State University of New York

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Posted Apr. 26, 2024, set to expire Aug. 26, 2024

Job Title	Assistant Director for Marketing and Communications
Department	VPSL Campus Living
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Apr. 26, 2024
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/49789
Apply By Email	
Job Description	

Position Summary

The **Assistant Director for Marketing and Communications** in Campus Living is primarily responsible for planning, producing, and implementing marketing and communications programs for the [Campus Living](#) brand. Administrative units of Campus Living are defined as Residential Life and Housing Operations (occupancy management and facilities management).

As part of the Division of [Student Life](#), Campus Living supports students across all areas of on-campus living. Campus Living annually houses just under 8,000 undergraduate and graduate students across its residential facilities. Campus Living has approximately 225 full-time professionals and approximately 230 student paraprofessionals. This position will be a member of the [Student Life Marketing and Communications](#)

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team, and an active member of the Campus Living leadership team.

Key responsibilities include:

- Develop and implement a comprehensive communications and marketing plan to promote the residential student experience and realize occupancy goals.
- Serve as an advisor on the Campus Living leadership team and contribute to strategic planning and priority project management for the university's housing program.
- Develop and manage integrated communications for departmental events, processes, operations, and emergency incidents including graphic design, website content development and management, branded publications and communications, and marketing and special events for Campus Living units.
- Lead and implement a process to elevate the Campus Living brand, within the larger UB brand through collaborative engagement with campus partners and subject matter experts (university communicators, consultants).
- Manage multiple projects independently, while working effectively as part myriad communicator teams, utilizing excellent oral and written communication skills.
- Supervise assigned professional staff and students as appropriate.

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.

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](#).

About Student Life

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As a member of [Student Life](#), you will join service professionals, all driven by one shared set of values designed to help ensure students' well-being, create a safe and supportive environment, and promote student success. In Student Life, growth is a shared passion. We aim for excellence, thinking big and going bold. We pursue our goals tenaciously while stewarding the student experience. We build communities and advance diversity in all forms. We encourage discovery and celebrate success.

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

- Bachelor's degree from an accredited college or university in Marketing, Advertising, Public Relations, Communications, English, or a related field.
- A minimum of two years of progressively responsible experience in the areas of communications, marketing or a related field in a customer-service oriented setting.
- Excellent interpersonal and communication skills and the ability to interact and maintain effective working relationships with a wide range of individuals and organizations.
- Strong attention to detail; proven team player with demonstrated excellent presentation skills.
- Demonstrated analytical and critical thinking skills.
- Demonstrated knowledge of relevant software applications and an understanding of print, video, web and social media processes; working knowledge and experience with a web content management system.
- Previous practical experience in developing web, social media, video, print and related forms of marketing materials.

Preferred Qualifications

- Master's degree with three years' of relevant experience, preferably within the field of higher

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education marketing and/or communications.

- Demonstrated ability to work in a large environment; exhibiting self-direction and initiative.
- Demonstrated experiences as a professional communicator applying both skill and theory.
- Demonstrated experience in managing content for multiple social media outlets and experience in optimizing content for various channels and audiences.
- Demonstrated experience in utilizing assessment data to support marketing and communication initiatives; ability to identify marketing opportunities and develop strategies and creative marketing solutions.
- Working knowledge of design software, photography skills and experience in using digital display programs, such as RiseVision.

Contact Information

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

Contact