

Senior Digital & Graphic Design Associate  
University at Buffalo, The State University of New York

Direct Link: <https://www.AcademicKeys.com/r?job=235607>

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Posted May 6, 2024, set to expire Sep. 3, 2024

<b>Job Title</b>	Senior Digital & Graphic Design Associate
<b>Department</b>	Institute for Artificial Intelligence & Data Sciences
<b>Institution</b>	University at Buffalo, The State University of New York Buffalo, New York
<b>Date Posted</b>	May 6, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	Graphic Design/Marketing Communications/Public Relations
<b>Job Website</b>	<a href="https://www.ubjobs.buffalo.edu/postings/49910">https://www.ubjobs.buffalo.edu/postings/49910</a>

**Apply By Email**

**Job Description**

The University at Buffalo's **Senior Digital & Graphic Design Associate** is successful if highly motivated, creative, well-versed in digital technologies, and can thrive in a fast-paced, enterprising environment. The role has daily opportunities to demonstrate sharp organizational and project management skills.

**Primary Duties and Responsibilities:**

- Design, edit and deploy branded content across the university footprint and in other communications such as web, social, email, print, presentations, video displays, etc. for the Institute for Artificial Intelligence and Data Science and the National AI Institute for Exceptional Education.

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- Maintain technical web assets, owning enhancements, production and updates in our CMS; troubleshoot issues with UB's IT and web teams.
- Collaborate with colleagues and stakeholders to develop creative briefs, project scope and strategies to meet organizational objectives.
- Lead integrated email campaign coordination; proactively maintain a production, review and sign-off schedule, collaborating with colleagues to ensure timely and appropriate deployments.
- Manage requests, organize and maintain digital/creative files; coordinate sustainable asset management across office or department.
- Coordinate branded assets to meet team members' needs for promotional and presentation initiatives.
- Integrate UB's brand attributes into digital and traditional communications according to the brand guidelines and enforce UB's brand guidelines across all creative applications.
- Stay up to date on current university brand and design standards and best practices.
- Coordinate with external vendors (production, print, web, etc.).
- Assist with the strategic refresh of web, from ideation through execution.
- Monitor and interpret web analytics and other data to improve website(s). Track analytics using existing available systems such as Google Analytics and Siteimprov.
- Work with content team to improve SEO, user experience (UX) and mobile functionality.
- Serve as a resource on web accessibility requirements and best practices. Remediate when necessary to maintain basic web accessibility standards.

### **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 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](#).

As an Equal Opportunity / Affirmative Action employer, the Research Foundation will not discriminate



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in its employment practices due to an applicant's race, color, religion, sex, sexual orientation, gender identity, national origin and veteran or disability status.

**Contact Information**

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

**Contact**

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