

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

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Posted May 24, 2024, set to expire Sep. 23, 2024

<b>Job Title</b>	Assistant Director for Digital Communications
<b>Department</b>	VPSL Marketing, Communications and Outreach
<b>Institution</b>	University at Buffalo, The State University of New York Buffalo, New York
<b>Date Posted</b>	May 24, 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>	Communications/Public Relations
<b>Job Website</b>	<a href="https://www.ubjobs.buffalo.edu/postings/50319">https://www.ubjobs.buffalo.edu/postings/50319</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

### Position Summary

The University at Buffalo's Division of Student Life is accepting applications for the **Assistant Director for Digital Communications** position within the Marketing and Communications department. In this role, you will be responsible for the technical maintenance, testing, documentation and user support for digital content communication platforms in use within the Student Life Marketing and Communications team.

Your responsibilities include:

- Serve as the Unit Web Leader (UWL) providing strategic and technical support for Student Life's CMS web presence providing technical support and guidance, through: continuous training,

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trouble-shooting activities, system testing and documentation (for technical and instructional purposes).

- Utilize and integrate digital tools/technologies, data analytics, and third-party resources, as applicable, to enhance divisional digital communications and the end-user experience.
- Serve as a liaison with the University Communications and Enterprise Application Services departments for system testing, upgrades, new technology roll-outs and trouble-shooting of existing systems.
- Continue to further develop and improve the existing web architecture, design, content, functionality, and maintenance of Student Life websites.
- Serve as the web accessibility liaison (WAL) for Student Life to ensure web accessibility best practices. Works collaboratively with the Marketing and Communication team to support Student Life communication strategies ensuring that activities are fully integrated/leveraged effectively and accessibly across digital platforms.

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 The University at Buffalo**

The University at Buffalo (UB) 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.

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### Minimum Qualifications

- Bachelors in computer science, communications, marketing or related field, with a minimum of 2 years of relevant experience.
- Excellent written and verbal skills.
- Strong attention to detail and the ability to work under tight deadlines.
- Excellent customer service and communications skills.
- Excellent collaborator, and ability to both take direction and seamless follow through in a timely manner.

### Preferred Qualifications

- Master's degree with a minimum of 3 years' experience in related field.
- Experience in maintaining enterprise-level information in a content management system – preferably Adobe Day CQ5.
- Functional/technical understanding of usability and current accessibility requirements for web and mobile users.
- Software testing, trouble-shooting and managing corresponding documentation.
- Experience providing hands-on technical training and documentation.
- Use of HTML and CSS coding as part of previous professional duties.

### Contact Information

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

### Contact