

Associate Director Marketing/Communications & Demand  
Generation

University at Buffalo, The State University of New York

Direct Link: <https://www.AcademicKeys.com/r?job=236579>

Downloaded On: Jun. 30, 2024 8:55am

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

<b>Job Title</b>	Associate Director Marketing/Communications & Demand Generation
<b>Department</b>	Marketing and Communications
<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>	Graphic Design/Marketing Communications/Public Relations
<b>Job Website</b>	<a href="https://www.ubjobs.buffalo.edu/postings/50327">https://www.ubjobs.buffalo.edu/postings/50327</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

### Position Summary

The Associate Director of Marketing/Communications & Demand Generation Marketing Manager for Enrollment Management is responsible for developing and implementing innovative marketing strategies to generate interest and demand for University at Buffalo (UB) academic programs. By leveraging a combination of digital marketing tactics, data analysis, and targeted communication, this role aims to increase prospective student inquiries, applications, and enrollments. The manager will work closely with the admissions team and academic departments to create cohesive campaigns that highlight the institution's value proposition and differentiators. This position reports to the Director of

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Marketing & Communications Enrollment Management.

**Key Duties & Responsibilities:**

- **Strategic Planning:** Craft and execute a demand generation strategy that aligns with the institution's enrollment goals, identifying target demographics and tailoring campaigns to resonate with prospective students.
- **Digital Marketing Campaigns:** Develop and manage digital marketing campaigns across channels such as email, social media, PPC, SEO/SEM, and content marketing to attract and engage potential students.
- **Content Strategy:** Oversee the creation of compelling content tailored to different stages of the student journey, from awareness to decision-making, including program highlights, success stories, and virtual tours.
- **Lead Nurturing:** Implement lead nurturing programs to move prospective students through the enrollment funnel, using targeted messaging and personalized communication to encourage application and enrollment.
- **Analytics and Reporting:** Utilize analytics tools to track campaign performance, measure ROI, and provide insights on optimization strategies to improve lead generation and conversion rates.
- **Collaboration with Academic Departments:** Work closely with academic departments to ensure accurate and enticing representation of programs and to leverage faculty expertise in marketing content.
- **CRM and Marketing Automation:** Leverage CRM and marketing automation platforms to streamline communication with prospects, automate lead management processes, and personalize the prospective student experience.
- **Market Research:** Conduct ongoing market research to understand trends in higher education, competitor strategies, and prospective student needs to inform marketing strategies.
- **Budget Management:** Manage the budget for demand generation activities, ensuring strategic allocation of resources for maximum impact on enrollment targets.
- **Cross-functional Team Leadership:** Collaborate with enrollment management, admissions, student affairs, and academic affairs teams to ensure a unified approach to student recruitment and retention.

We invite individuals to apply whose perspectives and experiences will enrich and strengthen our organization. The Marketing & Communications department within the Enrollment Management area serves a diverse constituency of patrons, and our employees, services and policies strive to honor and reflect this diversity. We encourage candidates who thrive in a welcoming multicultural environment to apply.

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### **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](#).

### **Enrollment Management**

The Enrollment Management division within the Office of the Provost, consists of the 1Capen, Office of Admissions, Arthur O. Eve Educational Opportunity Program, Data Analysis and Reporting, Financial Aid, Graduate Enrollment Services, International Admissions, Summer/Winter and the Strategic Content and Marketing Team. Enrollment Management also maintains collaborative relationships with other student support areas including Athletics, The Graduate School, International Education, Information Technology, Registrar, Student Accounts, Student Life and Student Success. In conjunction with these campus partners, Enrollment Management collaborates with our schools and colleges to lead UB's enrollment management strategy. For further information, please visit us at: <https://www.buffalo.edu/enrollmentmanagement.html>

### **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 in Marketing, Communications, Business, or related field.
- A minimum of 3 years of experience in marketing, with a specific focus on demand generation and digital marketing in the context of higher education or similar settings.
- Demonstrated success in developing and executing integrated marketing campaigns that drive

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demand and enrollment.

- Proficient in digital marketing tools and platforms, including CRM systems, marketing automation software, Google Analytics, and social media platforms.
- Strong analytical skills, with the ability to interpret data, measure campaign effectiveness, and make data-driven decisions.
- Excellent communication skills, both written and verbal, with the ability to craft messaging that resonates with diverse audiences.
- Experience managing budgets and resources efficiently.
- Ability to work collaboratively across departments and lead cross-functional projects.
- May involve occasional travel for conferences, recruitment events, or professional development opportunities.

Applicants must be eligible to work within the United States in a full-time capacity without visa sponsorship. Please do not apply if you cannot satisfy this requirement.

### Contact Information

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

### Contact

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