

Associate Director of Marketing, Communications and
Outreach
University at Buffalo, The State University of New York

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Downloaded On: Nov. 21, 2024 10:44am

Posted Aug. 22, 2024, set to expire Aug. 4, 2025

Job Title	Associate Director of Marketing, Communications and Outreach
Department	School of Pharmacy and Pharmaceutical Sciences
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Aug. 22, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
Job Website	https://www.ubjobs.buffalo.edu/postings/52322
Apply By Email	
Job Description	

Position Summary

The **Associate Director of Marketing, Communications and Outreach** is a highly motivated, creative and experienced communications leader who will provide strategic communication and marketing direction for all aspects of the [UB School of Pharmacy and Pharmaceutical Sciences](#) (UB SPPS). Reporting to the Dean of the School of Pharmacy & Pharmaceutical Sciences, the Associate Director combines marketing, digital content management and social media management skills to build and enhance the regional, statewide, and national presence of the SPPS.

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Specific duties include, but are not limited to:

- Develop and implement SPPS's overall marketing and communication strategy, including web development, comprehensive social media marketing plan, digital marketing and development of strategic print and digital collateral.
- Develop short and long-term plans and budgets for marketing and communications programs, monitor progress and evaluate performance.
- Coordinate public relations and institutional communication functions including but not limited to activities, events, fundraising priorities and projects of the school to internal and external stakeholders.
- Sensitively manage the quality control of internal messaging, communication and information distribution to ensure effective communication and consistency in branding, and to promote a culture of pride and inclusivity among all members of the SPPS community.
- Develop and manage the departmental budget, allocating resources effectively to achieve strategic objectives and maximize return on investment.

Successful candidate must be able to collaborate with and support multiple members of a diverse school and university community, participating wherever necessary to ensure smooth and efficient operations, as well as continuously analyzing workflow and identifying areas for improvement. They must be able to multitask across several projects, ensure consistent follow-up and follow-through and have excellent communication skills. They should also be proficient in marketing research, SEO strategy and statistical analysis.

Outstanding Benefits Package

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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](#).

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 communications, marketing or public relations or related field with 3 years of experience OR master's degree or professional certification with 1 year experience.

Preferred Qualifications

- Experience working in a higher education environment preferred.
- Experience with customer relationship management platforms; Slate CRM is a strong preference.
- Experience with UB's content management (UBCMS) system preferred.
- Master's degree in communications, marketing, public relations or related field.
- Experience collaborating with advancement/fundraising offices to align communications and alumni engagement efforts.

Contact Information



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Please reference Academickeys in your cover letter when
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Contact

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