

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

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Posted Aug. 26, 2024, set to expire Aug. 4, 2025

Job Title	Associate Director of Marketing
Department	Communication Administration
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Aug. 26, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Graphic Design/Marketing
Job Website	https://www.ubjobs.buffalo.edu/postings/52388
Apply By Email	
Job Description	

Position Summary

The [University at Buffalo School of Management](#) is seeking a strategic, dynamic individual to serve as **Associate Director of Marketing**. The Marketing and Communications (MarComm) team at the University at Buffalo School of Management plays a crucial role in enhancing the school's visibility and reputation and is dedicated to strategically and effectively communicating the school's mission, vision, achievements and unique offerings. Reporting to the school's assistant dean/director of marketing and communications, the incumbent will be responsible for researching, planning, implementing and evaluating marketing initiatives for the school's various departments, centers and programs to help increase awareness, and attract and engage their target audiences. The incumbent will also collaborate with the entire MarComm team to do the same schoolwide.

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Integral to this function, the incumbent will:

- Collaborate closely with departments/centers in the school to develop strategic marketing, advertising and promotional campaigns that align with the mission and vision of the unit, the school and UB.
 - Provide advanced direction/support to ensure quality and consistency of message content and design in digital media and print.
 - Create effective marketing materials, including printed collateral, digital assets and graphics, in collaboration with internal teams and external vendors.
 - Become an expert in and ensure adherence to UB and School of Management content, graphic and brand standards.
 - Curate and edit existing content and create tools and templates to help constituents adhere to standards and guide them in the effective use of those tools.
 - Generate ideas for, write and edit timely, top-level, high-use content to be presented in a compelling, creative format across multiple media.
- Digital communications and social media for school's sub-channels
 - Engage audiences through strategic writing, curating, editing and publishing of web content, social media, e-newsletters, blogs, graphics and video to meet the changing needs of our many publics.
 - Ensure that all digital content complies with ADA accessibility standards.
- Monitor and measure effectiveness of campaigns and tactics and create reports on results using data analytics, search engine optimization and other metrics. Assist departments/centers in making strategic and operational recommendations based on those results.
- Manage special projects as needed. Share in the department's administrative duties and planning of strategic and operational priorities.

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. Visit our benefits website to learn 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

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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 with 3 years of experience **or** master's degree or professional certification with 1 year of experience

Preferred Qualifications

- Master's degree in business, marketing or related field.
- Five+ years of related experience.
- History of collaboration with external consultants and agency partners.
- Video creation/editing knowledge and experience.

Contact Information

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

Contact

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