

Marketing Specialist, University Advancement
University at Buffalo, The State University of New York

Direct Link: <https://www.AcademicKeys.com/r?job=246398>

Downloaded On: Dec. 9, 2024 12:00am

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

Job Title	Marketing Specialist, University Advancement
Department	University Advancement
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Oct. 4, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Institutional Advancement Graphic Design/Marketing
Job Website	https://www.ubjobs.buffalo.edu/postings/53259
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Job Description	

Position Summary

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University Advancement has a vacancy for a **Marketing Specialist**. This position is a member of the Advancement Communications team and a key partner in the division's strategy and practice, and is primarily responsible for measuring and analyzing the performance of communication and marketing campaigns, producing concise visual and actionable insights for communicators and marketers in University Advancement and the division's partners across the university. Utilizing their knowledge of data analytics, the specialist collaborates on comprehensive reports, tracks key performance indicators, and uncovers insights that inform decision-making and drive growth towards philanthropic and engagement goals.

In addition, the Digital Marketing Specialist will:

- Collaborate on the development, implementation and growth of assessment practices for communications throughout the division.
- Makes recommendations for optimization of marketing and communication content to achieve strategic team and division goals.
- Work with Advancement Communications colleagues in planning, integrating, and executing content through social media, email newsletters, and target web pages.

The ideal candidate is dedicated to uncovering new ways, guided by data, to make content work smarter and be more personally relatable for our key constituents. They are also enthusiastic and passionate about digital communication, detail-oriented, self-motivated, creative, and are ready to become an integral part of a fast-moving and highly visible part of the university. They must have a calm temperament, humility, and diplomatic communication skills to connect gracefully with internal and external constituents.

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 the great [benefits](#) the University at Buffalo has to offer.

Division of University Advancement

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Building stronger connections with UB's 280,000+ alumni and donors worldwide is critical to the university's goal: to situate UB among the nation's top 25 public research universities. UB alumni and friends are grateful and generous, supporting the largest, most ambitious fundraising campaign the university has ever launched. Through *Boldly Buffalo: The Campaign for UB*, we have raised over \$1 billion. We invite you to join our University Advancement team and be part of our historic efforts.

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 or equivalent combination of education and professional experience is required. Preferably holds a degree in business, communications, marketing or similar field.
- A minimum of one year of experience working in a professional setting developing and/or assessing content (written, multimedia, visual) for an organization or corporation.
- Knowledge and understanding of key performance indicators used to measure and evaluate content marketing and communications.
- Experience with channel performance platforms (e.g. Google Analytics, Facebook Insights.)
- Ability to work independently in a demanding, fast-paced office setting.
- Willingness to learn and grow skills to utilize new-to-team platforms in order to optimize resources and deliverables.

Contact Information

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



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