

Associate Director of Communications, College of Arts
and Sciences
University at Buffalo, The State University of New York

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Posted Dec. 6, 2024, set to expire Aug. 4, 2025

Job Title	Associate Director of Communications, College of Arts and Sciences
Department	College of Arts and Sciences
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Dec. 6, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Communications/Public Relations
Job Website	https://www.ubjobs.buffalo.edu/postings/54603
Apply By Email	
Job Description	

Position Summary

The [College of Arts and Sciences](#) at the University at Buffalo is seeking an Associate Director of Communications. This is a full-time staff position responsible serving as the College's email marketing and social media lead, generating content, managing communication channels, and managing communications projects that advance the College of Arts and Sciences.

The Associate Director of Communications works with Dean's office colleagues and across the College's departments, programs, centers and institutes to create compelling content to advance the mission and priorities of the College of Arts and Sciences. The position requires excellent communication skills, strong project management skills, the ability to collaborate on projects as well as



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work independently, multi-task and thrive in a deadline-driven, fast-paced, team environment.

Duties are, but not limited to:

- Serving as social media lead to develop and implement social media strategy, generate campaigns and content that aligns with the brand identity and goals. Provide guidance to College level accounts, develop campaigns to grow audience, create ads, track metrics and insights.
- Developing content and strategies for disseminating multi-channel media content, and follow-through with campaign tactics.
- Serving as the College's email marketing lead and managing the email marketing products the College utilizes to deliver content to various audiences.
- Managing the audiences and segments, building and curating audiences, data extensions and providing advanced data filtering.
- Generating content and plans for the College of Arts and Sciences social media channels, websites and various projects. Providing training for users as needed.
- Conducting research on best practices in higher education for email marketing and social media, and emerging technologies.

The College of Arts and Sciences is the largest interdisciplinary academic unit at the University at Buffalo. With 30 departments, 16 academic programs and 23 centers and institutes in the arts and humanities, natural sciences and mathematics and the social sciences, the College offers more academic options than any other unit on campus.

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](#).

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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 required in English, Communication, Marketing, or related field. A degree outside of these areas but with relevant work experience will be considered.
- 3 years of professional experience as a content creator.
- A demonstrated ability in content planning, writing, editing including the ability to adapt tone and style to different media channels and for different audiences.
- Demonstrated aptitude with email and social media technologies and software.
- Excellent oral, written, interpersonal and presentation skills required.
- Excellent customer service and project management skills.
- Excellent collaborator, and ability to both take direction and follow through in a timely manner.
- Proficiency in MS Office, Social Media platforms, Email marketing software (Mailchimp and Salesforce/Marketing Cloud).

Preferred Qualifications

- Master's degree with a minimum of 3 years' experience in related field.
- 3-5 years of professional experience or higher education experience as an email marketing and/or social media content creator.
- Proficiency in Adobe Suite.



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Contact Information

Please reference Academickeys in your cover letter when
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Contact

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