

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

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Posted Dec. 9, 2024, set to expire Aug. 4, 2025

Job Title	Marketing Associate
Department	Educational Opportunity Center
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Dec. 9, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Classified Staff
Academic Field(s)	Graphic Design/Marketing
Job Website	https://www.ubjobs.buffalo.edu/postings/54636
Apply By Email	
Job Description	

Position Summary

The **Marketing Associate** is primarily responsible for creating marketing materials, website content and social media postings for the Buffalo Educational Opportunity Center (BEOC).

Responsibilities will include, but are not limited to the following:

- Create marketing materials for programs and events.
- Maintain a monthly report of all Center marketing activities, strategies and data points.
- Maintain a flexible work schedule to include Saturdays and evenings to accommodate marketing activities outside of the typical workday.
- Collaborate with faculty and staff in developing and presenting workshops, activities and

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presentations to promote the BEOC and its Signature Events.

- Participate as a committee member in various events.
- Collaborate with the senior leadership team in the development of BEOC sponsored Admissions activities.
- Support the EOC mission and goals which includes marketing materials, social media and website content.
- Create marketing flyers and content for the BEOC website, commencement journal, data book, social media, print collateral, digital signage, and various digital projects (including posting class cancellations via social media).
- In addition to Signature Events, collaborate in identifying, creating, and executing engagement opportunities (i.e., activities, campaigns, events, etc.).

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](#).

About the Buffalo Educational Opportunity Center

The Buffalo Educational Opportunity Center (BEOC), an adult education enterprise, of the State University of New York, University Center for Academic and Workforce Development (UCAWD), with an annual enrollment of 1,940 students, is seeking applications for a Marketing Associate. The mission of BEOC is to produce lifelong learners who are self-directed, empowered, and committed to excellence. Residents of the surrounding Buffalo community are provided a range of services designed to develop the academic and workforce development skills necessary to become self-sufficient. Programs and services are structured to adapt to the needs of our students — as well as to the demands of our community — and serve as first steps toward the attainment of long-term educational and employment skills.

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.

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Minimum Qualifications

- Bachelor's degree in business, Marketing, Advertising, Public Relations, or a related field.
- One (1) year of progressively responsible experience in the areas of Marketing and social media, or a related field.
- Demonstrated knowledge of relevant software applications and an understanding of print, video, web and social media processes.
- Excellent interpersonal and communication skills and the ability to interact and maintain effective working relationships with a wide range of individuals and organizations.
- Available to work occasional weekends and evenings.

Preferred Qualifications

- Master's degree in business, Marketing, or a related field.
- Three (3) years of progressively responsible experience in the areas of Marketing, Adult Education, or a related field, ideally with executing or supporting a social, digital, or broader marketing campaign.
- Previous practical experience in developing web, social media, video, print and related forms of marketing materials.
- Ability to identify marketing opportunities and develop strategies and creative marketing solutions.
- Strong attention to detail and proven team player with demonstrated excellent communication skills.

Physical Demands

Must be able to move and carry items to set up marketing booths.

Contact Information

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

Contact

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