Assistant Director of Web Communications
University at Buffalo, The State University of New York

Job Title	Assistant Director of Web Communications
Department	CAS Administrative Operations
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Feb. 10, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Information Technology Communications/Public Relations
Job Website	https://www.ubjobs.buffalo.edu/postings/55752
Apply By Email	
Job Description	

Position Summary

The **College of Arts and Sciences** at the University at Buffalo is seeking an **Assistant Director of Web Communications**. This is a full-time staff position responsible for serving as the College's web lead, providing website strategy, maintenance, user training and analytics for the College.

A key member of the Marketing and Communications team, the Assistant Director of Web Communications will provide web updates and troubleshoot issues, manage the content management system across the College, guide web development, conduct web audits and generate, analyze and distribute web data and analytics reports across the College's web portfolio.

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The position requires excellent digital communication skills, strong project management skills, the ability to collaborate on projects as well as work independently, multi-task and thrive in a deadline-driven, fast-paced, team environment.

The ideal candidate will manage websites and web assets that elevate the profile of the College, with both internal and external audiences. The Assistant Director of Web Communications must possess a high level of professionalism and diplomacy when working with stakeholders.

In this role you will:

- Serve as web lead, ensuring updates, finding solutions and enhancing the College's web properties using the web authoring tool, the UB Content Management System.
- Build and maintain web pages, landing pages and digital content, ensuring a cohesive digital experience that aligns with the UB and College brand and goals. Maintaining responsive design practices to ensure that websites are mobile friendly.
- Collaborate and coordinate web enhancements with various stakeholders to gather content requirements and translate them into digital assets.
- Serve as the web accessibility liaison (WAL) to ensure web accessibility best practices across the College.
- Develop and maintain training materials, guides, screencasts/captures, training sessions and resources to ensure CMS users understand best practices and procedures. Provide ongoing support and troubleshooting for CMS users across the College.
- Lead and manage digital communication projects from conception through execution, ensuring timely and successful delivery.
- Report and analyze using Google Analytics (GA4), conducting SEO and keyword research, and leveraging other analysis/testing tools like heat maps to assess content performance.
- Conduct regular website audits to ensure accuracy, consistency, accessibility, and usability.
- Cultivate relationships with faculty, staff, partners and stakeholders to determine scope of projects.
- Provide superior customer service to College partners and across the university.
- Manage students, freelance and other vendor relationships as necessary.
- Conduct research on best practices in higher education for web, web accessibility 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.

Learn more:

- Our **benefits**, where we prioritize your well-being and success to enhance every aspect of your life.
- Being a part of the **University at Buffalo community.**

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, Computer Science, Marketing or related field, with a minimum of 2 years of relevant experience. A combination of degree, certification and experience will be considered in lieu of the experience requirements.
- Excellent written, verbal and presentation skills.
- 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 and Adobe Suite

Preferred Qualifications

- 3 plus years' experience in related field.
- Professional experience or higher education experience in web development and maintenance using a CMS.
- Functional/technical understanding of usability and current accessibility requirements for web and mobile users.
- Proficiency in web analytics tools.
- Experience providing hands-on technical training and documentation.
- Experience with web standards including responsive design and WCAG.

Contact Information

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

Contact

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