

Communications Coordinator, Advancement
Communications
University at Buffalo, The State University of New York

Direct Link: <https://www.AcademicKeys.com/r?job=252995>

Downloaded On: Apr. 2, 2025 2:42pm

Posted Feb. 12, 2025, set to expire Aug. 4, 2025

Job Title	Communications Coordinator, Advancement Communications
Department	University Advancement
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Feb. 12, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Coordinator
Academic Field(s)	Communications/Public Relations
Job Website	https://www.ubjobs.buffalo.edu/postings/55784
Apply By Email	
Job Description	

The University at Buffalo is seeking a **Communications Coordinator** to join our **Advancement Communications** team. This role plays a key part in supporting and executing email campaigns that enhance alumni engagement, philanthropy, and donor stewardship. Join us in making an impact through strategic and meaningful communication.

As a Communications Coordinator, you'll collaborate with [University Advancement](#) and university partners to design and deploy strategic email communications using Marketing Cloud and other platforms. You'll also contribute to marketing strategies, optimize email performance, and ensure timely, high-quality content delivery that supports the university's engagement and fundraising efforts.

The ideal candidate is detail-oriented, tech-savvy, and passionate about digital communications. They



Communications Coordinator, Advancement
Communications
University at Buffalo, The State University of New York

Direct Link: <https://www.AcademicKeys.com/r?job=252995>

Downloaded On: Apr. 2, 2025 2:42pm

Posted Feb. 12, 2025, set to expire Aug. 4, 2025

should have experience with email marketing, strong analytical skills, and the ability to collaborate across teams to elevate UB's advancement messaging.

Key Responsibilities:

- Develop and deploy email marketing campaigns that align with philanthropic and engagement goals
- Maintain email schedules, track performance metrics, and recommend improvements
- Collaborate on digital engagement initiatives, including marketing campaigns and events
- Support email design, content development, and messaging optimization
- Train and advise colleagues on email best practices and Marketing Cloud features

Division of University Advancement

At the University at Buffalo, our Division of [University Advancement](#) plays a pivotal role in advancing our mission. With a historic \$1 Billion Boldly Buffalo campaign recently concluded in June 2024, where more than 80,000 alumni and donors generously contributed, we're on the cusp of greatness. Our goal? To propel UB into the top 25 of national public research universities within the next decade. As part of our team, you'll build strong connections with alumni and donors worldwide, shaping the future of our institution. Join us and be part of a team that changes the world!

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.

Contact Information

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

Contact