

Communications Coordinator, Advancement  
Communications  
University at Buffalo

Direct Link: <https://www.AcademicKeys.com/r?job=254113>

Downloaded On: Mar. 9, 2025 11:02pm

Posted Mar. 6, 2025, set to expire Jul. 3, 2025

<b>Job Title</b>	Communications Coordinator, Advancement Communications
<b>Department</b>	University Advancement
<b>Institution</b>	University at Buffalo Buffalo, New York
<b>Date Posted</b>	Mar. 6, 2025
<b>Application Deadline</b>	02/11/2026
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Coordinator
<b>Academic Field(s)</b>	Institutional Advancement Communications/Public Relations
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**Job Description**

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**Communications Coordinator, Advancement Communications**

**Position Information**

**Position Title:** Communications Coordinator, Advancement Communications

**Department:** University Advancement

**Posting Link:** <https://www.ubjobs.buffalo.edu/postings/55750>

**Job Type:**

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Full-Time

## Posting Detail Information

### Position Summary

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 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

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### **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, were 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.*

### **Minimum Qualifications**

- A minimum of one year of experience working in a professional setting developing digital content (written, multimedia, visual) for an organization or corporation.
- Knowledge and understanding of email best practices and key performance indicators to monitor email performance.
- Excellent oral and written communication skills
- Strong interpersonal communication skills
- Facility with or proficiency in email platforms (e.g., Marketing Cloud, Mail Chimp and Constant Contact) used for institutional or business purposes
- 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

### **Preferred Qualifications**

#### **Salary Range**

\$45,000 - \$50,000

### **Special Instructions Summary**

**Is a background check required for this posting?**

No

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**Contact Information**

**Contact's Name:** Judy Mackey

**Contact's Pronouns:**

**Contact's Title:** Human Resources Officer

**Contact's Email:** [jmackey@buffalo.edu](mailto:jmackey@buffalo.edu)

**Contact's Phone:** 716-645-1526

**Posting Dates**

**Posted:** 02/11/2025

**Deadline for Applicants:** Open Until Filled

**Date to be filled:** 03/24/2025

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**Contact Information**

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

**Contact**

N/A

University at Buffalo

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