

Assistant Director of Digital Media
University at Buffalo

Direct Link: <https://www.AcademicKeys.com/r?job=257522>

Downloaded On: Jun. 1, 2025 2:30am

Posted May 29, 2025, set to expire Aug. 4, 2025

Job Title Assistant Director of Digital Media
Department School of Public Health and Health Professions
Institution University at Buffalo
Buffalo, New York

Date Posted May 29, 2025

Application Deadline 05/28/2026
Position Start Date Available immediately

Job Categories Associate/Assistant Director

Academic Field(s) Graphic Design/Marketing
Communications/Public Relations

Apply Online Here <https://apptrkr.com/6260147>

Apply By Email

Job Description

Image not found or type unknown



Assistant Director of Digital Media, SPHHP

Position Information

Position Title: Assistant Director of Digital Media, SPHHP

Department: SPHHP Dean's Office

Posting Link: <https://www.ubjobs.buffalo.edu/postings/57318>

Job Type: Full-Time

Assistant Director of Digital Media University at Buffalo

Direct Link: <https://www.AcademicKeys.com/r?job=257522>

Downloaded On: Jun. 1, 2025 2:30am

Posted May 29, 2025, set to expire Aug. 4, 2025

Posting Detail Information

Position Summary

Interested in growing awareness of public health and the health professions? The [School of Public Health and Health Professions](#) is seeking a creative and highly motivated professional to help communicate and promote the work of our school, faculty, staff, students and alumni through digital media strategy and implementation to key audiences. The **Assistant Director of Digital Media** will be a vital team member in a highly collaborative environment supporting and elevating the reputation of the school, engaging key audiences and supporting student recruitment.

Under the supervision of the Director of Marketing, Communications and Outreach, the Assistant Director of Digital Media plans and implements digital media strategies and services for the University at Buffalo School of Public Health and Health Professions. This includes, but is not limited to, creation and management of web content aligned with strategic communications goals, management of social media platforms with an eye toward growth and engagement, and general support of targeted admissions marketing.

Key responsibilities include:

- Developing digital media content to support the education, recruitment and research goals of SPHHP.
- Taking the lead and working independently on key communications projects, including maintaining "client" relationships with stakeholders in SPHHP, administrative offices and academic departments.
- Developing strategic plans including measurement for key content channels and efforts.
- Leading strategic website content development using best-practice SEO and user-experience principles. Includes implementing university-driven web and content initiatives such as newly available university components. Includes assessing key performance measures (KPMs) through Google Analytics and SiteImprove.
- Producing strategically aligned content for and oversee school social media platforms: Facebook, Instagram, X, YouTube, LinkedIn and TikTok. Includes determining the most effective channels for various stakeholders, developing KPMs and collaborating with university social channels.
- Developing short-form video with VideoSpan app for social media and web use.
- When needed, developing and managing digital advertising campaigns supporting program recruitment.
- Supporting communication and promotion of school events, including occasional project

Assistant Director of Digital Media
University at Buffalo

Direct Link: <https://www.AcademicKeys.com/r?job=257522>

Downloaded On: Jun. 1, 2025 2:30am

Posted May 29, 2025, set to expire Aug. 4, 2025

management, for school-based programs/events such as annual lectures, Step Challenge and others.

- Other responsibilities as assigned.

The successful candidate will be highly motivated, creative and eager to learn; thrive in a fast-paced creative environment; and possess high-level organizational and project management skills. You will work directly with assistant/associate deans, department chairs, other faculty and staff to enhance marketing and communication strategies.

About the School:

UBs School of Public Health and Health Professions offers programs at every degree level and is the home to five departments; biostatistics, community health and health behavior, epidemiology and environmental health, exercise and nutrition sciences, and rehabilitation science. It is one of only a few schools across the country that includes health-related professions as an integral component of the public health educational and research system. Faculty and students engage in research and community activities designed to improve the health of populations, communities, and individuals. The SPHHP is located on the South Campus of University at Buffalo. For more information about the school, visit [our website](#).

About the Buffalo/Niagara region:

Buffalo is the second-largest city in New York State and is located on the shores of Lake Erie, upriver of the majestic Niagara Falls. Buffalo - the City of Good Neighbors - is undergoing a renaissance with a rapidly growing economy, vital academic health sciences center, and affordable cost of living. The Western New York educational system is excellent. Buffalo-Niagara is a region of 1.2 million people, world-class art galleries and museums, a comprehensive city-wide system of parks and green space, a vibrant theater and music community, and major and minor league sports teams.

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.

Assistant Director of Digital Media
University at Buffalo

Direct Link: <https://www.AcademicKeys.com/r?job=257522>

Downloaded On: Jun. 1, 2025 2:30am

Posted May 29, 2025, set to expire Aug. 4, 2025

Minimum Qualifications

- Bachelors degree and two years of experience in communications/marketing or related field **or** masters degree or professional certification with no experience.
- Strong digital media skills (primarily CMS, social media).
- Strong content-development/writing skills.

Preferred Qualifications

- Ability to work independently on multiple projects with minimal direction.
- Strong project management skills with excellent attention to detail.
- Ability to effectively manage internal client relationships and work with a variety of colleagues on projects.
- Experience overseeing digital advertising campaigns.
- SEO-oriented website content development.
- Experience developing strategies for, managing and growing social media accounts, especially Instagram and YouTube, and including LinkedIn, Facebook and TikTok.
- Experience preferably in higher education, agencies or technology.
- Ability to work in a fast-paced, deadline-driven environment with expectations to go above and beyond.
- The equivalent combination of education, training and experience that provides the required knowledge, skills and abilities may also be considered.

Salary Range

\$58,000 - \$65,000

Special Instructions Summary

Is a background check required for this posting?

No

Contact Information

Contact's Name: Samantha Pressing

Contact's Pronouns:

Contact's Title: Assistant Director of HR & Business Operations

Contact's Email:

Assistant Director of Digital Media
University at Buffalo

Direct Link: <https://www.AcademicKeys.com/r?job=257522>

Downloaded On: Jun. 1, 2025 2:30am

Posted May 29, 2025, set to expire Aug. 4, 2025

sjmaiara@buffalo.edu

Contact's Phone: 716-829-6755

Posting Dates

Posted: 05/28/2025

Deadline for Applicants:

Date to be filled: 07/31/2025

jeid-c15cfb0d3f00d547b2e200b529afbccb

Contact Information

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

Contact

N/A

University at Buffalo

,