

**Brand Specialist
University at Buffalo**

Direct Link: <https://www.AcademicKeys.com/r?job=258745>

Downloaded On: Jun. 27, 2025 12:15am

Posted Jun. 26, 2025, set to expire Jul. 23, 2025

Job Title Brand Specialist
Department University Communications
Institution University at Buffalo
Buffalo, New York

Date Posted Jun. 26, 2025

Application Deadline 07/23/2025

Position Start Date Available immediately

Job Categories Professional Staff

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

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Job Description

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Brand Specialist, University Communications

Position Information

Position Title: Brand Specialist, University Communications

Department: Office of University Communications

Posting Link: <https://www.ubjobs.buffalo.edu/postings/57733>

Job Type: Full-Time

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Posting Detail Information

Position Summary

Brand Specialist

Exceptional brand consistency and trademark integrity don't just happen—they require strategic collaboration, meticulous oversight, and practical guidance. If you are a detail-oriented communications professional passionate about brand management and providing innovative solutions, the University at Buffalo (UB) invites you to join our team as a **Brand Specialist** within the Division of University Communications (UC).

Position Overview

The Brand Specialist plays a key role in protecting and strengthening UB's brand across all university units. Reporting to the Director of Marketing and Brand Management, this role ensures consistent and correct use of UB's visual identity, messaging, and trademarks. Collaborating with internal stakeholders and external partners, the Brand Specialist provides proactive support, reviews materials for compliance, and delivers targeted training and guidance.

Key responsibilities include:

- Ensuring consistent adherence to UB's brand standards university-wide.
- Reviewing and auditing marketing materials, websites, and other communications for brand compliance.
- Providing practical, solution-oriented guidance to campus partners on brand-related issues and trademark use.
- Collaborating directly with student clubs and organizations to maintain brand integrity in their communications.
- Developing and delivering brand standards training for campus communicators and licensed vendors.
- Assisting with regular updates and maintenance of the university's comprehensive brand website.
- Contributing actively to broader marketing and branding initiatives within UC.

The position of Brand Specialist offers a unique opportunity to significantly impact UB's reputation and contribute directly to institutional strategic communications goals, ensuring clarity, consistency, and effectiveness as the university works collectively to further elevate and enhance the University at Buffalo brand.

Outstanding Benefits Package

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Working at UB comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options, and an option for a hybrid work modality. We focus on creating and sustaining a healthy mix of work, personal and academic pursuit-all in an effort to support your work-life effectiveness. Visit our benefits website to learn about our [benefit packages](#).

About University Communications

Under the Vice President for Communications, the [Division of University Communications](#) (UC) is responsible for providing strategic leadership for institutional communications initiatives and practices, including internal communications, issues management, marketing and branding, trademarks and licensing, visual and editorial storytelling, crisis communications, and media relations for the University at Buffalo. UC is highly visible, and its communications products are the public face of the university for many audiences. The divisions activities are closely aligned with the goals of UBs [Top 25 Ambition](#) and are directed by a communications strategy with four primary objectives:

1. Strengthen UBs reputation worldwide as one of the nations leading public research universities and generate greater awareness of that reputation among key audiences, including peers, prospective students and faculty.
2. Build pride in the university and support its initiatives among students, faculty, staff, alumni, so that UB and its key stakeholders can achieve their goals.
3. Protect UBs reputation, and its ability maintain its operations, through proactive and responsive issues management and crisis communications.
4. Support UBs diversity, equity and inclusion goals by developing communications standards, practices and content to support a culture of inclusion at UB.

UC strives to integrate and align communications vehicles and associated disciplines, and provide strategic direction and best-practice counsel for communicators across the university, calling for a continual need to improve efficiency and effectiveness within the organization and across institutional channels.

About the University at Buffalo

The University at Buffalo (UB) #ubuffalo is one of Americas leading public research universities and a flagship of the State University of New York system, recognized for our excellence and our impact. UB is a premier, research-intensive public university dedicated to academic excellence. Our research, creative activity and people positively impact the world. Like the city we call home, UB is distinguished by a culture of resilient optimism, resourceful thinking and pragmatic dreaming that enables us to reach others every day. Visit our website to learn more about the [University at Buffalo](#).

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The 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

Education:

- Bachelors Degree with 1 years of experience

Experience:

- Excellent communication and interpersonal skills.
- Detail-oriented with strong organizational skills.
- Ability to work independently and as part of a team.

Preferred Qualifications

Experience:

- Previous work in a higher education communications office
- Familiarity with large, complex brand standards

Salary Range

\$55,000 - \$62,500

Special Instructions Summary

The **writing sample** should be between 300-500 words. It should demonstrate how you think through a challenging conversation and how you communicate in a clear, constructive, and professional tone. Please follow the below prompt:

Write an email to a colleague who is resistant to following UBs brand standards. How would you approach the situation, and how would you persuade them to align with the guidelines?

Is a background check required for this posting?

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No

Contact Information

Contact's Name: Nancy Varner

Contact's Pronouns:

Contact's Title: Business Office Manager

Contact's Email: njvarner@buffalo.edu

Contact's Phone: 716-645-4609

Posting Dates

Posted: 06/24/2025

Deadline for Applicants:

Date to be filled: 09/08/2025

jeid-3a04a378ecf90c4db736d78c4168aace

Contact Information

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

Contact

N/A

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