

**Marketing Coordinator
University at Buffalo**

Direct Link: <https://www.AcademicKeys.com/r?job=268762>

Downloaded On: Nov. 29, 2025 12:04pm

Posted Nov. 29, 2025, set to expire Dec. 5, 2025

Job Title Marketing Coordinator
Department Center for Industrial Effectiveness
Institution University at Buffalo
Buffalo, New York

Date Posted Nov. 29, 2025

Application Deadline 12/05/2025
Position Start Date Available immediately

Job Categories Coordinator

Academic Field(s) Graphic Design/Marketing

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Job Description

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Marketing Coordinator

Position Information

Position Title: Marketing Coordinator

Department: Center for Industrial Effectiveness

Posting Link: <https://www.ubjobs.buffalo.edu/postings/60051>

Job Type: Full-Time

Posting Detail Information

Marketing Coordinator University at Buffalo

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Position Summary

UB [The Center for Industrial Effectiveness \(TCIE\)](#) is a professional and continuing education university center focused on workforce development and operational excellence. As an industry outreach arm for the UB School of Engineering and Applied Sciences, UB TCIE is well connected with the regions employers, community-based organizations, training providers, community colleges, and technical schools. As an active contributor in clean tech workforce development, UB TCIE works with industry partners to assess workforce needs, develop, and deliver seated, remote, and blended courses, and measure program impact to facilitate continuous improvement.

UB TCIE is currently seeking a Marketing Coordinator. The job duties include the following:

- Public relations efforts through press releases, case studies and marketing initiatives
- Product management support - editing new training products and standardizing related marketing materials.
- Website support and Customer Relations Management Support.

About UB:

The University at Buffalo is SUNY's most comprehensive public research university, and an outstanding place to work. UB amplifies ambition for faculty and staff by offering endless possibilities to achieve more. Here, people from all backgrounds and cultures challenge and inspire each other to discover, learn and succeed. Dedicated staff and engaged faculty collaborate to further knowledge and understanding, and develop tenacious graduates who are valued for their talents and their impact on global society. Visit our website to learn more about the University at Buffalo.

The University at Buffalo is an affirmative action/equal opportunity employer (AA/EOE).

Minimum Qualifications

- Bachelor of Science in Business Administration with a concentration in Marketing
- Aggressive, professional, and with a highly self-motivated style with the desire for success.
- Excellent verbal and written communication and writing skills.
- Excellent organizational and follow-up skills.
- Takes ownership of problems and seeks challenges.
- Determined individual with an outgoing personality and eagerness to learn.
- Strong proficiency in MS Office Suite.

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Preferred Qualifications

- UB website CMS
- Salesforce Customer Relationship Management System
- Must be able to interact and communicate with individuals at all levels of the organization, as well as clients and potential customers.
- Must be able to quickly build business cases to understand clients needs and objectives.
- Must be able to learn how to develop a business case through conversations with mid to upper-level business and technical contacts.
- Entrepreneurial spirit with high level of business acumen.
- Self-starter who can balance a team approach and personal initiative.

Physical Demands

Salary Range

\$56,000 - \$58,000

Special Instructions Summary

Is a background check required for this posting?

No

Contact Information

Contact's Name: Deanne Henel

Contact's Pronouns:

Contact's Title: Director, HR & Workforce Development

Contact's Email: dmhenel@buffalo.edu

Contact's Phone: 716-645-8838

Posting Dates

Posted: 11/21/2025

Deadline for Applicants: 12/05/2025

Date to be filled:

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12/06/2025

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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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