

Digital Communications Specialist, Jacobs School of
Medicine and Biomedical Sciences
University at Buffalo, The State University of New York

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Posted Mar. 1, 2024, set to expire Aug. 4, 2024

Job Title	Digital Communications Specialist, Jacobs School of Medicine and Biomedical Sciences
Department	Jacobs School of Medicine and Biomedical Sciences
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Mar. 1, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Communications/Public Relations
Job Website	https://www.ubjobs.buffalo.edu/postings/48594

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Job Description

The University at Buffalo's Jacobs School of Medicine and Biomedical Sciences is searching for a motivated and enthusiastic professional to join our team as digital communications specialist. Reporting to the director of communications, the digital communications specialist will play a pivotal role in raising the public profile of the Jacobs School.

The ideal candidate is detail-oriented and possesses strong writing and storytelling skills and the ability to craft compelling and useful content for diverse materials and audiences. An ongoing student and user of social media, the candidate will work to continually improve and better leverage new media vehicles (e.g., video, web, and social media platforms) to ensure message saturation as well as cultivate a more active dialogue between JSMBS and its audiences.

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Primary duties and responsibilities include:

- **Social Media Content Development:** Oversees, grows and more deeply leverages JSMBS's existing social media communities, including driving traffic to and managing pages on Facebook, Twitter, LinkedIn, and Instagram. Examines and evaluates opportunities to develop and populate JSMBS presence on new and emerging platforms. Works closely with UB's central communications teams to align content with prevailing content strategy and editorial priorities. Oversees and serves as a resource for other social media sub-brand accounts within the school.
- **Digital Strategy and Content Creation:** Working with team members within the Office of Communications, helps to develop and execute a portfolio of communications projects to help maximize the digital presence of JSMBS through new media vehicles.

Outstanding Benefits Package

Working at UB comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options. We also 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 The University at Buffalo

The University at Buffalo (UB) #ubuffalo is one of America's 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](#).

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

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