

Associate Director of Communications and Web  
University at Buffalo, The State University of New York

Direct Link: <https://www.AcademicKeys.com/r?job=220696>

Downloaded On: May. 8, 2024 4:29pm

Posted Sep. 1, 2023, set to expire Aug. 4, 2024

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| <b>Job Title</b>            | Associate Director of Communications and Web  |
| <b>Department</b>           | SDM Marketing and Communications  |
| <b>Institution</b>          | University at Buffalo, The State University of New York<br>Buffalo, New York                              |
| <b>Date Posted</b>          | Sep. 1, 2023  |
| <b>Application Deadline</b> | Open until filled   |
| <b>Position Start Date</b>  | Available immediately   |
| <b>Job Categories</b>       | Associate/Assistant Director  |
| <b>Academic Field(s)</b>    | Public Relations/Marketing  |
| <b>Job Website</b>          | <a href="https://www.ubjobs.buffalo.edu/postings/44909">https://www.ubjobs.buffalo.edu/postings/44909</a> |
| <b>Apply By Email</b>       |   |
| <b>Job Description</b>      |   |

Position Summary

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The University at Buffalo [School of Dental Medicine](#) is searching for an enthusiastic and innovative professional to join our team as **Associate Director of Communications and Web**. This role is crucial in leading and effectively communicating the work of our faculty, staff, students, and alumni, while also promoting our inspiring stories through various channels. Reporting to the Assistant Dean and Chief Marketing Officer, the Associate Director of Communications and Web will play a pivotal role in raising the public profile of the School of Dental Medicine and UB Dental among key target audiences.

The primary responsibilities include:

- Developing and deploying communication materials across various digital and traditional platforms.
- Maximizing our digital presence through storytelling, curating email communications, managing social media accounts, marketing events and programs, overseeing data management, and optimizing our website.
- Contribute to enhancing the global reputation of the school, engaging strategic audiences, and fostering connections with our current student body, alumni, faculty, staff, patients, and external communities.
- Spearhead essential communication efforts, such as bi-weekly e-newsletters, daily web production and maintenance, and promoting strategic school-wide events.
- Responsible for sharing stories about our initiatives and research, as well as conceptualizing and supervising visual projects, including graphic design, videography, and photography.

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- Implementing branding and marketing strategies for the School of Dental Medicine and UB Dental.
- Managing web content, contributing to social media content, coordinating digital communications, creating digital assets (including basic videos/graphics).
- Providing general support for targeted marketing initiatives and priorities.

We are seeking self-starters who stay abreast of local, national, and international news, as well as the evolving digital media landscape. Candidates should wholeheartedly support the goals and mission of public education, particularly in advancing diversity, equity, and inclusion. Furthermore, attention to detail is paramount, as the Associate Director will be meticulous in their work.

Join our team and help us showcase the remarkable work happening at the School of Dental Medicine while fostering meaningful connections with our diverse audiences.

**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. 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.

### Minimum Qualifications

- Bachelor's Degree in Communications / Marketing or related field.
- 3 years of experience in related field.
- Strong project management skills with excellent attention to detail.
- Experience working with/in a web content management system.
- Strong writing and editing skills, including experience writing across various platforms (email communications, web copy, social media, print, press releases).
- Experience with Microsoft software products (Word, Excel, PowerPoint) and design software such as Adobe Creative Suite or comparable programs.

### Preferred Qualifications

- Master's degree.
- Five years of experience in communications/marketing.
- Comprehensive experience overseeing website development along with web content management systems.
- Familiarity with UB CMS/Adobe Experience Manager.
- Experience using basic video production and editing software.
- Past experience in higher education, healthcare, non-profit, or related field.
- Accustomed to working in a fast-paced, deadline-driven office.

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**Contact Information**

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

**Contact**

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