

Director of Communications
University at Buffalo, The State University of New York

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Downloaded On: May. 16, 2024 1:45pm

Posted Apr. 8, 2024, set to expire Aug. 6, 2024

Job Title	Director of Communications
Department	SAAP Dean's Office
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Apr. 8, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing
Job Website	https://www.ubjobs.buffalo.edu/postings/49520
Apply By Email	
Job Description	

Position Summary

Under the direction of the Dean, the **Director of Communications** is responsible for leading the planning, implementation, and assessment of the [School of Architecture and Planning](#)'s strategic marketing, communications, and outreach plans.

In collaboration with the academic leadership of the school, the Director coordinates marketing and outreach activities that support student recruitment, faculty scholarship, philanthropy and alumni engagement, curricular and co-curricular student experiences, and general branding and outreach for the School.

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Specific responsibilities include:

1. Strategic Planning and Implementation: Lead the planning, implementation, and assessment of the school's communication efforts.

- Develop and manage new initiatives to increase the visibility and impact of the school (Dean, faculty, students and alumni) in the press, through partnership with the central University Communications Media Relations team.
- Collaborate with SAP's admissions, student services, and other units within the school, as needed, to support and bolster their efforts.

2. Production and Dissemination: Oversee the production and dissemination of communications, including the development and dissemination of institutional messaging.

- Provide executive-level communications support, and serve as the "voice" of the Dean, providing a consistent tone and set of messages in all external relations activities (correspondence, presentations, prepared remarks etc.) and in the Dean's internal communications.
- Content creation/writing across a range of channels – promote the school, academic programs, and various events and activities to internal and external constituencies via publications, presentations, email, marketing materials, website, videos, school magazine, social and other media.
- Translating brand strategy by turning around copy quickly, on a regular basis.

3. Operational Management: Manage the work flow and supports of the communications division in the school.

- Lead the direction of short-and long-term communication and marketing strategies, including managing a communications and marketing budget.
- Develop an annual calendar/plan to coordinate marketing and messaging.
- Supervise the Communications team staff.
- Serve as the School's liaison to University Communications.

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. We

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support your growth and development through our career coaching and training department and we qualify as a public service loan forgiveness organization. Learn more 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 with 3 years of experience or Master's degree or professional certification with 1 year of experience.

Preferred Qualifications

- Master's degree with 3 years of related experience or a bachelor's degree with 5 years of experience
- Video creation and graphic design knowledge and experience
- Search engine optimization and Google Analytics skills to evaluate and improve website

The ideal candidate has strong organizational, project management, and relationship management skills, thorough understanding of digital communications, a track record of achieving measurable results, demonstrated commitment to incorporating principles of diversity, equity, inclusion and accessibility in all communication materials, and knowledge of and commitment to issues related to accessibility and remediation.

Contact Information

Please reference Academickeys in your cover letter when

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applying for or inquiring about this job announcement.

Contact

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