

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

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Posted Dec. 28, 2023, set to expire Aug. 4, 2024

Job Title	Associate Director of Marketing and Communications
Department	Research and Economic Development
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Dec. 28, 2023
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing
Job Website	https://www.ubjobs.buffalo.edu/postings/47300

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Job Description

The Associate Director of Marketing Communications is responsible for communications and public relations strategies - both external and internal - as well as building awareness for UB's groundbreaking and transformative research that furthers UB's ambition to be recognized among the Top 25 public research universities in the nation. This role may have direct reports.

The position reports directly to [Research and Economic Development](#)'s Assistant Vice President for Marketing, Communications & Digital Operations and will work with department leads on initiatives specific to unit entities, programs, or select Centers and Institutes as per the strategic direction of the research enterprise.

Primary Duties & Responsibilities:

The Associate Director is responsible for the development and implementation of integrated marketing communications and public relations for the research enterprise. They will direct and coordinate

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communication efforts with the AVP, internal UB entities, colleagues, and team members, as well as University Communications and Government Affairs, as appropriate, with a focus on showcasing UB's research endeavors as a critical role in spurring innovation, economic impact, and workforce development.

Integrated Marketing Communications, PR

- Develop and deploy strategic communication plans across digital and traditional platforms.
- Leads and integrates communication efforts to promote research initiatives and centers. While also driving communication initiatives for key projects to enhance awareness among internal and external audiences while bolstering UB VPRED reputation.
- Tracks engagement across platforms to inform decisions and steer continuous improvement and assists with sharing key insights and data to drive decision-making to inform integrated marketing plans and editorial calendars.
- Partners and manages press engagements with leadership when appropriate and supports the engagement with media, in close collaboration with University Communications.
- Assists with the strategic promotion of programs, centers, institutes, etc. and events, as well as sponsorship and speaking opportunity development for key researchers and centers/institutes.
- Supports the development of messaging, talking points, and presentation materials.

Project Management, Processes & Reporting

- Supervise marcom team members or oversee comms leads in specific units, ensuring alignment with UB brand and University Communications
- Plans, monitors, and shares integrated communication results, process outcomes and measures.
- Develop and mentor the team on best practices for timely and budget-friendly project delivery, while also supporting sustainable marketing communications processes for greater efficiencies.
- Manage relations with professional service vendors for outsourced marketing-related projects.
- Collect and report quantitative and qualitative data for marketing-supported initiatives, capturing key performance indicators to drive awareness objectives and promote positive press.
- Lead environmental branding timelines of VPRED-spaces and support shared events within VPRED.

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.

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Visit our benefits website to learn about our [benefit packages](#).

About UB

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](#).

As an Equal Opportunity / Affirmative Action employer, the Research Foundation will not discriminate in its employment practices due to an applicant's race, color, religion, sex, sexual orientation, gender identity, national origin and veteran or disability status.

Contact Information

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

Contact

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