

Associate Director of Recruitment & Communication
Strategies
University at Buffalo, The State University of New York

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Posted Feb. 14, 2024, set to expire Aug. 4, 2024

Job Title	Associate Director of Recruitment & Communication Strategies
Department	Office of Admissions
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Feb. 14, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing Admissions/Financial Aid
Job Website	https://www.ubjobs.buffalo.edu/postings/48098
Apply By Email	
Job Description	

Position Summary

The University at Buffalo (UB) [Office of Admissions](#), seeks to hire an **Associate Director of Communications and Recruitment Strategies**. This position will develop and implement the domestic and international undergraduate admissions marketing and communications plans, which include both print and digital components.

Key Duties and Responsibilities:

- Provide supervision to two assistant directors and an operations coordinator.

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- Establish, maintain, and coordinate the communications calendar throughout the admissions cycle.
- Coordinate the development, implementation, and assessment of all print and electronic communications within the Office of Admissions as they pertain to reaching university enrollment goals.
- Create, write, and edit content for the use in admissions communications and marketing materials.
- Develop and implement admissions social media campaigns to attract the attention of prospective students.
- Maintain the direct mail budget. Track and report direct mail-related expenditures; monitor postal requirements; coordinate special services with campus mail or outside fulfillment companies.
- Manage recruitment and communications initiatives for constituent audiences. Manage the use of the admissions CRM system to engage prospective students and special groups. This includes monitoring the defined communications plans within the CRM system to ensure timely delivery of print and electronic media to targeted audiences.
- Ensure the admissions web presence remains dynamic and current by regularly reviewing content and managing needed updates.
- Continuously assess the effectiveness of marketing and communications initiatives.
- Stay updated on current trends and needs of various target audiences to develop impactful marketing and communications materials.
- Work within the parameters of university guidelines to ensure all marketing and communications materials reflect the university brand.
- Develop and execute all virtual admission recruitment events.
- Manage the UB virtual recruitment tour platform and accompanying communication experiences.

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 Office of Admissions:

As New York's flagship institution, a member of the AAU, and a premier, research-intensive top 40 public university, the University at Buffalo seeks to achieve its public mandate to serve the academically gifted as well as students who show potential for college success despite educational,

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social, and economic disadvantages. These imperatives drive our departmental practices as do the institutional priorities that support becoming an institution of increasing national prominence. Our work will seek to build a strong foundation of successfully recruiting and serving high quality students throughout the state of New York and across the country. Through a rigorous and holistic approach, we will admit and enroll students that will benefit from the educational opportunities and contribute to the fabric of our scholarly community. By creating a mindful strategy, the office of admissions will accomplish our task striving to meet the university's academic aspirations in the midst of a rapidly changing educational landscape. For further information, please visit our [website](#).

The Enrollment Management division within the Office of the Provost, consists of the 1Capen, Office of Admissions, Arthur O. Eve Educational Opportunity Program, Data Analysis and Reporting, Financial Aid, Graduate Enrollment Services, International Admissions, Summer/Winter and the Strategic Content and Marketing Team. Enrollment Management also maintains collaborative relationships with other student support areas including Athletics, The Graduate School, International Education, Information Technology, Registrar, Student Accounts, Student Life and Student Success. In conjunction with these campus partners, Enrollment Management collaborates with our schools and colleges to lead UB's enrollment management strategy. For further information, please visit our [website](#).

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 professional work experience.
- Experience working with domestic and international college-bound students.
- Excellent interpersonal, verbal, and written communications skills with a highly developed degree of tact and diplomacy exhibiting understanding, appreciation, and respect for all individuals in a diverse environment.
- Experience in a marketing and communications role with a focus on print and digital strategies.
- Demonstrated digital literacy and experience with content management systems.
- Proven editorial planning, content creation and copy-editing skills.
- Experience with customer relationship management tools.
- Experience in staff supervision.
- Applicants must be currently authorized to work in the United States on a full-time basis.
- A valid U.S. Driver's License or the ability to demonstrate the capacity to meet the transportation needs for this position.

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Preferred Qualifications

- Master's degree, in Marketing, Business or Education preferred.
- Written and verbal fluency in a second language.
- Ability to adapt tone and style of content for different mediums and target audiences, while working within the framework of an established brand.
- Familiarity with Associated Press style.

Contact Information

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

Contact

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