

Director Marketing & Communications Enrollment  
Management  
University at Buffalo, The State University of New York

Direct Link: <https://www.AcademicKeys.com/r?job=236576>

Downloaded On: Jul. 25, 2024 12:15am

Posted May 24, 2024, set to expire Sep. 23, 2024

<b>Job Title</b>	Director Marketing & Communications Enrollment Management
<b>Department</b>	Marketing and Communications
<b>Institution</b>	University at Buffalo, The State University of New York Buffalo, New York
<b>Date Posted</b>	May 24, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Director/Manager
<b>Academic Field(s)</b>	Public Relations/Marketing Enrollment Management/Registrar
<b>Job Website</b>	<a href="https://www.ubjobs.buffalo.edu/postings/50325">https://www.ubjobs.buffalo.edu/postings/50325</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

### Position Summary

The **Director of Marketing and Communications Enrollment Management** will lead the development and implementation of comprehensive marketing and communication strategies to support the University at Buffalo (UB) enrollment objectives. This role involves overseeing the creation of engaging content, managing digital marketing campaigns, and utilizing data-driven approaches to reach prospective students, retain current students, and engage alumni and stakeholders.

### Key Duties & Responsibilities:

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- **Strategic Planning:** Develop and implement a strategic marketing and communications plan aligned with the institution's enrollment goals, brand identity, and core values.
- **Team Leadership:** Lead and manage the marketing and communications team, setting clear objectives, evaluating performance, and fostering professional development.
- **Brand Management:** Ensure consistent branding across all communication channels and materials. Monitor and manage the institution's reputation, addressing any issues that arise.
- **Digital Marketing:** Oversee digital marketing strategies, including website management, social media engagement, email marketing campaigns, and online advertising to enhance visibility and attract prospective students.
- **Content Creation:** Direct the production of compelling content across various platforms, including brochures, videos, newsletters, and press releases, to engage diverse audiences.
- **Market Research and Analysis:** Conduct and analyze market research to identify trends, assess competition, and understand target audiences' needs and preferences.
- **Analytics and Reporting:** Utilize analytics tools to track the effectiveness of marketing and communication campaigns, adjusting strategies based on performance data and ROI.
- **Stakeholder Engagement:** Foster relationships with internal and external stakeholders, including academic departments, student groups, alumni, and media outlets, to promote the institution's programs and achievements.
- **Budget Management:** Develop and manage the marketing and communications budget, ensuring effective allocation of resources to meet strategic goals.
- **Crisis Communication and Public Relations Media Contact for Division:** Point person for University Communications for leading crisis communication efforts, developing and implementing strategies to manage and mitigate negative publicity.
- **Cross-Departmental Collaboration:** Actively collaborate with communication teams in Academic Affairs and Student Life to ensure a unified messaging strategy that spans the student lifecycle from onboarding to graduation. This includes coordinating marketing efforts for academic programs, student services, and retention initiatives to ensure consistent communication and branding across all student touchpoints. The Director will serve as a liaison between Enrollment Management, Academic Affairs, and Student Life, facilitating collaboration on campaigns, events, and content creation to enhance student engagement and support institutional retention goals.

**We invite individuals to apply whose perspectives and experiences will enrich and strengthen our organization. The Marketing & Communications department within the Enrollment Management area serves a diverse constituency of patrons, and our employees, services and policies strive to honor and reflect this diversity. We encourage candidates who thrive in a welcoming multicultural environment to apply.**

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### **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 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](#).

### **Enrollment Management**

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.

### **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 Marketing, Communications, Business, or related field.
- A minimum of 5 years of experience in marketing and communications.
- Proven track record of developing and executing successful marketing and communication strategies.
- Strong leadership skills with experience managing a team.

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- Excellent communication and interpersonal skills, with the ability to engage with a wide range of stakeholders.
- Proficient in digital marketing tools and platforms, content management systems, and analytics software.
- Ability to work collaboratively across departments and lead projects from conception to completion.
- Creative thinker with strong problem-solving skills and attention to detail.
- Some travel may be required for recruitment events, conferences, or professional development opportunities.

Applicants must be eligible to work within the United States in a full-time capacity without visa sponsorship. Please do not apply if you cannot satisfy this requirement.

### **Preferred Qualifications**

- Master's degree preferred.
- Five or more years of experience in marketing and communications, within higher education or related sector.

### **Contact Information**

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

### **Contact**

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