

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

Direct Link: <https://www.AcademicKeys.com/r?job=242444>

Downloaded On: Nov. 26, 2024 10:58pm

Posted Jul. 31, 2024, set to expire Nov. 30, 2024

<b>Job Title</b>	Assistant Director of Enrollment Marketing and Communications
<b>Department</b>	Admissions and Recruiting
<b>Institution</b>	University at Buffalo, The State University of New York Buffalo, New York
<b>Date Posted</b>	Jul. 31, 2024
<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>	Enrollment Management/Registrar
<b>Job Website</b>	<a href="https://www.ubjobs.buffalo.edu/postings/51897">https://www.ubjobs.buffalo.edu/postings/51897</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

### Position Summary

We are looking for a creative and strategic marketing professional to join the [School of Management](#) as the **Assistant Director of Enrollment Marketing and Communications**. The ideal candidate is an experienced marketing and communications professional with a strong background in managing multi-channel recruitment efforts and proficiency in CRM systems, particularly Slate. This position will need to be both strategic and collaborative, capable of designing comprehensive communication plans that align with the university's brand strategy and support diversity, equity, and inclusion initiatives. Additionally, excellent analytical skills to track engagement and ROI, ensuring data-driven decisions and continuous improvement in recruitment communications are key to the success of this role.

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Duties include but may not be limited to:

- Manage the integration and coordination of the school's student recruitment communications and marketing efforts, including advertising campaigns, email, print collateral, direct mail, social media, web, digital signage, and other communications.
- Design and implement a comprehensive communication plan at the individual program, department, and school levels to support the recruitment, admission, and enrollment of new students.
- Oversee all communications in the Slate CRM system.
- Coordinate communication strategies during the critical stages of the recruitment and admission funnel and cycle for both Undergraduate and Graduate enrollment.
- Ensure all recruitment communications and marketing activities are in alignment with UB's identity and brand strategy, communications policies, and institutional standards and procedures. Provide guidance on enrollment communications and share best practices.
- Coordinate with the Office of Communications to ensure a seamless handoff from prospective student communications to current student communications and provide a consistent experience throughout the student life cycle.
- Ensure the admissions web presence remains dynamic and current on school, department, and program webpages.
- Ensure recruitment communications reflect our diverse student body and support initiatives aimed at increasing diversity, equity, and inclusion within the school.
- Manage a network of vendors (advertisers, photographers, designers, printers, etc.) to produce recruitment communications and marketing materials.
- Stay up to date with marketing trends and best practices as well as membership in relevant, professional organizations.

The School of Management values diverse perspectives and backgrounds in our workplace. We are particularly interested in candidates who share this value and will uphold our commitment to inclusive excellence.

**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. 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](#).

### **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 2 years of experience **or** master's degree or professional certification with no experience.

### **Preferred Qualifications**

- Bachelor's degree in marketing, communications, business administration or related field.
- 1-3 years relevant work experience in marketing, communications or related field.
- Functional proficiency in Slate Technolutions or other CRM system
- Excellent written and verbal communication skills for crafting clear, persuasive messages.
- Ability to think creatively and develop innovative marketing campaigns and materials.
- Familiarity with design tools and software for creating marketing materials, such as Adobe Creative Suite or Canva.
- Understanding of search engine optimization (SEO) and search engine marketing (SEM) principles.
- A strong understanding of customer needs and the ability to tailor marketing efforts to meet those needs.
- Strong project and event management skills; ability to manage multiple projects concurrently and meet strict deadlines.
- High level of attention to detail to ensure accuracy and quality in all marketing activities.



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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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