

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

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Downloaded On: Dec. 4, 2024 2:09pm

Posted Dec. 2, 2024, set to expire Aug. 4, 2025

<b>Job Title</b>	Assistant Director of Digital Communications
<b>Department</b>	CAS Administrative Operations
<b>Institution</b>	University at Buffalo, The State University of New York Buffalo, New York
<b>Date Posted</b>	Dec. 2, 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>	Public Relations/Marketing
<b>Job Website</b>	<a href="https://www.ubjobs.buffalo.edu/postings/54482">https://www.ubjobs.buffalo.edu/postings/54482</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

#### Position Summary

The [College of Arts and Sciences](#) at the University at Buffalo is seeking an **Assistant Director of Digital Communications**. This is a full-time staff position responsible for serving as the College's web lead, providing website strategy, maintenance, user training and analytics for the College.

A key member of the Marketing and Communications team, the Assistant Director of Digital Communications will provide web updates and troubleshoot issues, manage the content management system across the College, guide web development, conduct web audits and generate, analyze and distribute web data and analytics reports across the College's web portfolio.

The position requires excellent digital communication skills, strong project management skills, the ability to collaborate on projects as well as work independently, multi-task and thrive in a deadline-

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driven, fast-paced, team environment.

The Assistant Director of Digital Communications will work closely with the Assistant Dean for Marketing and Communications, Associate Directors of Communication, Associate Director of Creative and Visual Identity, Dean's office colleagues, department, program and university partners.

The ideal candidate will design websites and web assets that elevate the profile of the College, with both internal and external audiences. Additionally, the Assistant Director of Digital Communications will provide training materials, including creating documentation, screen casting and group and individual sessions to empower users in the CMS. The Assistant Director of Digital Communications must possess a high level of professionalism and diplomacy when working with stakeholders.

**In this role you will:**

- Serve as web lead, ensuring updates, finding solutions and enhancing the College's web properties using the web authoring tool, the UB Content Management System.
- Build and maintain web pages, landing pages and digital content, ensuring a cohesive digital experience that aligns with the UB and College brand and goals. Maintaining responsive design practices to ensure that websites are mobile friendly.
- Collaborate and coordinate web enhancements with various stakeholders to gather content requirements and translate them into digital assets.
- Serve as the web accessibility liaison (WAL) to ensure web accessibility best practices across the College.
- Develop and maintain training materials, guides, screencasts/captures, training sessions and resources to ensure CMS users understand best practices and procedures. Provide ongoing support and troubleshooting for CMS users across the College.
- Lead and manage digital communication projects from conception through execution, ensuring timely and successful delivery.
- Report and analyze using Google Analytics (GA4), conducting SEO and keyword research, and leveraging other analysis/testing tools like heat maps to assess content performance.
- Conduct regular website audits to ensure accuracy, consistency, accessibility, and usability.
- Cultivate relationships with faculty, staff, partners and stakeholders to determine scope of projects.
- Provide superior customer service to College partners and across the university.
- Manage students, freelance and other vendor relationships as necessary.
- Conduct research on best practices in higher education for web, web accessibility and emerging technologies.

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The College of Arts and Sciences is the largest interdisciplinary academic unit at the University at Buffalo. With 30 departments, 16 academic programs and 23 centers and institutes in the arts and humanities, natural sciences and mathematics and the social sciences, the College offers more academic options than any other unit on campus.

### **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](#).

### **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 Communications, Computer Science, Marketing or related field, with a minimum of 2 years of relevant experience. A combination of degree, certification and experience will be considered in lieu of the experience requirements.
- Excellent written, verbal and presentation skills.
- Excellent digital communication skills.
- Strong attention to detail and the ability to prioritize tasks effectively and work on multiple projects concurrently.
- Excellent customer service and project management skills.
- Excellent collaborator, and ability to both take direction and follow through in a timely manner.

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- Proficiency in MS Office and Adobe Suite

**Preferred Qualifications**

- 3 plus years' experience in related field.
- Professional experience or higher education experience in web development and maintenance using a CMS.
- Functional/technical understanding of usability and current accessibility requirements for web and mobile users.
- Proficiency in web analytics tools.
- Understanding of HTML and CSS coding.
- Experience providing hands-on technical training and documentation.
- Experience with web standards including responsive design and WCAG.

**Contact Information**

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

**Contact**