

Assistant Director of Enrollment Marketing and
Communications
University at Buffalo

Direct Link: <https://www.AcademicKeys.com/r?job=263630>

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Posted Oct. 8, 2025, set to expire Nov. 5, 2025

Job Title	Assistant Director of Enrollment Marketing and Communications
Department	SEAS Academic Affairs
Institution	University at Buffalo Buffalo, New York
Date Posted	Oct. 8, 2025
Application Deadline	11/05/2025
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing
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Job Description

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Assistant Director of Enrollment Marketing and Communications

Position Information

Position Title: Assistant Director of Enrollment Marketing and Communications

Department: SEAS Academic Affairs

Posting Link: <https://www.ubjobs.buffalo.edu/postings/59465>

Job Type: Full-Time

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Posting Detail Information

Position Summary

The **Office of Academic Affairs (OAA)** in the **School of Engineering and Applied Sciences (SEAS)** is seeking a **Assistant Director of Enrollment Marketing and Communications** to lead its communications and outreach program. The ideal candidate is an experienced communications and marketing professional with a strong background in managing multi-channel recruitment efforts and proficiency in CRM systems, particularly Slate. They are 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, they possess excellent analytical skills to track engagement and ROI, ensuring data-driven decisions and continuous improvement in recruitment communications.

As an **Assistant Director of Enrollment Marketing and Communications**, they will:

- 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 communication 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.
- Track engagement and ROI across various platforms to make data-driven decisions and provide recommendations to program directors and departments.
- Establish, maintain, and coordinate a recruitment communications calendar throughout the admissions 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

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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.
- Showcase SEAS marketing/communications work and stay up to date on recruitment marketing best practices by participating in various national and international conferences.

Learn more:

- Our [benefits](#), where we prioritize your well-being and success to enhance every aspect of your life.
- Being a part of the [University at Buffalo community](#).

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

- Bachelors degree in marketing, communications, business administration or related field.
- 2 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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Preferred Qualifications

Physical Demands

Salary Range

\$57,151 - \$58,000

Special Instructions Summary

Is a background check required for this posting?

No

Contact Information

Contact's Name: Sara Bund

Contact's Pronouns:

Contact's Title: Associate Director of Graduate Enrollment

Contact's Email: smg33@buffalo.edu

Contact's Phone: 716-645-2328

Posting Dates

Posted: 10/07/2025

Deadline for Applicants:

Date to be filled: 11/20/2025

Contact Information

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

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Contact

N/A

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