

Digital Communications Product Manager

Great email communications don't just happen—they are carefully crafted, targeted and personalized. If you are passionate about communications, creative, driven by data and are looking for an opportunity to influence digital communications at an enterprise level, the University at Buffalo has an opportunity to play a vital role in transforming our approach enterprise-wide to email marketing and digital communications. Join our team of digitally forward-thinking communicators at one of the nation's top public research institutions.

RESPONSIBILITIES

You will have the opportunity to lead, and as a result of your work, elevate the efficacy of UB's digital communications. Your major focus will be on email and wayfinding, helping to enhance UB's reputation and deepen relationships by more effectively serving the needs of our internal and external constituents.

You will oversee the coordination, management, and distribution of digital communications, and be primarily focused on identifying, developing, and implementing university-wide best practices and shared governance via UB's enterprise email campaign management system and UB's digital wayfinding. Through your work, you will ensure that:

- digital communications adhere to UB brand standards, industry best practices and are inclusive
- data and digital enterprise tools are fully integrated with one another to optimize consistency and leverage opportunities
- profiles for our constituents leverage our university data systems in a smart, sustainable and communications-driven way
- performance benefits from system assessment tools and analytics inform user practices and maximize efficacy.
- units get onboarded and inspired to utilize our enterprise systems in a way that elevates their communications

You will utilize your leadership and project management skills as well as apply your understanding of digital communication consumption, information design, and email best practices.

The products that you will be driving are:

- UB's top-of-class email campaign management system, which leverages best practices to elevate our communications to be message-centric, mature, consistent, and well-branded, thus better resonating with our constituents
- Digital Wayfinding, which provides crucial information that will aid in the navigation of UB's physical spaces to create a first impression that UB is a welcoming, inclusive, and accessible destination as well as visually tell UB's stories and connect people with the places and resources they need.

In this position, you will:

- Collaborate with a cross-divisional team of communicators, developers and data specialists and ensure that the day-to-day operations and long-range plans are effectively executed while keeping in mind not only the needs of the immediate project, but how it fits into broader needs of UB's digital channels.
- Develop a strategic roadmap for standards, shared tools/templates and digital product maturation that draws on research, analysis and applied understanding of our communications needs.
- Assess organizational and communications needs and recommend and execute appropriate strategies, solutions, guidelines, or policies.

QUALIFICATIONS

Minimum Education

Bachelor's degree

Experience:

The ideal candidate will have:

3–5 years of experience in a professional environment—such as a higher education institution, in-house corporate communications team, or professional agency—managing digital projects, emails or complex enterprise-wide digital products. The ideal candidate will have experience working with a CRM, CMS or email management product.

Necessary Proficiencies and Attributes

- Digitally savvy, with a strong understanding of and experience with planning, managing, and executing digital communications, particularly email and web platforms
- Data-driven and utilizes data to target and personalize communications as well as inform best-practice outcomes
- Excellent writing skills, and the ability to document, visualize and communicate complex information into communications accessible and understandable to multiple “lay” audiences
- An inquisitive nature and the ability to self-learn new skills quickly
- Strategic with strong problem solving and critical thinking skills
- A skilled listener and consensus builder that instills confidence and fosters collaboration
- Extremely responsive and able to excel with a great deal of autonomy in an agile, multi-modal communications environment

ABOUT THE UNIVERSITY AT BUFFALO

If you believe in the mission of higher education—the transformative impact it has on individuals, communities, the country and the world—and want to commit your talents to work that yields a better tomorrow, consider joining the [University at Buffalo](#) (UB), a flagship of the State University of New York (SUNY) system and a member of the prestigious Association of

American Universities (AAU), and a place where impactful research, scholarly distinction, transformative student experiences and far-reaching service to local, state, national, and international communities define our mission as a premier research-intensive public university.

We are committed to advancing, cultivating and preserving a culture of diversity, equity and inclusion, and believe that excellence in research, teaching and service can be achieved when diverse perspectives are engaged.

ABOUT UNIVERSITY COMMUNICATIONS

University Communications is a highly collaborative, innovative and forward-thinking team of advisers, strategists and practitioners focused on supporting the mission and enhancing the reputation of UB by telling compelling stories with creativity, passion and authenticity. UC is responsible for providing strategic leadership for UB's communications and marketing, including internal and external communications, news media relations, brand management, marketing strategy, trademarks and licensing, and creative design in an array of mediums and digital platforms. The division is highly visible and its communications and marketing strategies serve to advance the university's mission and its reputation as one of the nation's top public research universities. Learn more about University Communications on our website:

buffalo.edu/universitycommunications

WORKING AT THE UNIVERSITY AT BUFFALO

Employment with UB comes with exceptional benefits that exceed salary alone. Benefits include comprehensive health, dental, and vision plans, as well as generous vacation and retirement plan options. We also focus on creating and sustaining a healthy mix of work, personal and intellectual pursuits—all in an effort to support your work-life balance. Visit our [Benefits website](#) to learn about all that employment with UB has to offer.

LIVING IN WESTERN NEW YORK

The Buffalo Niagara region is a major metropolitan area with a diverse blend of communities, each with its own distinct character. We are known for our welcoming nature and our spirited loyalty. Get past the snowy stereotype and you'll be captivated. You may never leave. Learn more about the incredible [Buffalo Niagara region](#) on our website.

APPLY

Apply now through UB Jobs: <https://www.ubjobs.buffalo.edu/postings/37709>

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.