Timely and resonant digital communications, as well as coordinated constituent relationship management (CRM), are critical to the success of any large institution. If you are a digital communications leader with a passion for growing and maturing enterprise-level communications solutions, the University at Buffalo (UB) has an exciting opportunity for you as the **Digital Communications Product Manager** in the Division of University Communications (UC). Join UB, a top public research university and New York's flagship, to help elevate its digital communication strategies while ensuring best practices, brand consistency, and accessibility.

Position Overview

The Digital Communications Product Manager is responsible for overseeing and managing the university's enterprise email campaign management system and supporting UB's broader CRM initiative. This individual ensures that institutional digital communications practices are governed by best practices, fully accessible, and aligned with university goals. Working closely with the Director of Digital Products and Strategy, the Product Manager plays a key role in developing strategies, processes, and policies that optimize digital communications across campus and beyond, ensuring high-impact and efficient solutions for internal and external constituents.

Key responsibilities include:

Enterprise Email Campaign Product Management: Serve as the subject matter expert for enterprise mass digital communications. Lead the development and implementation of governance policies and best practices, oversee daily operations, and collaborate with units to enhance email performance through targeting, personalization, and audience optimization.

Enterprise CRM Initiative: Work closely with university leadership and IT partners to integrate email campaign management with broader CRM strategies. Participate in cross-campus committees, ensuring that mass digital communications contribute effectively to constituent engagement and institutional goals.

Digital Communication Transformation (DCT) Initiative: Lead the development and implementation of new solutions under the Digital Communication Transformation umbrella, largely focused on—but not limited to—ensuring that mass communications are efficient, scalable, and aligned with the university's digital strategy.

Continuous Quality Improvement: Stay abreast of emerging trends and innovative solutions in digital communication technologies. Work closely with communicators and IT professionals both within UB and at peer institutions to ensure institutional practices are industry-leading. Identify and help actualize opportunities for ongoing improvements in mass digital communications practices across the university.

As the Digital Communications Product Manager, you will be pivotal in ensuring that UB's digital communications are not only cutting-edge and constituent-focused but also strategically aligned with the university's mission. This role offers an exceptional opportunity to shape the future of digital communications at one of the country's leading public research universities.

About the University at Buffalo

The University at Buffalo (UB) 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. A member

of the prestigious Association of American Universities (AAU), UB's 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.

About University Communications

Under the Vice President for Communications, the Division of University Communications (UC) is responsible for providing strategic leadership for institutional communications initiatives and practices, including internal communications, issues management, marketing and branding, trademarks and licensing, visual and editorial storytelling, crisis communications, and media relations for the University at Buffalo. UC is highly visible, and its communications products are the public face of the university for many audiences. The division's activities are closely aligned with the goals of UB's Top 25 Ambition and are directed by a communications strategy with four primary objectives:

1. Strengthen UB's reputation worldwide as one of the nation's leading public research universities and generate greater awareness of that reputation among key audiences, including peers, prospective students and faculty.
2. Build pride in the university and support its initiatives among students, faculty, staff, alumni, so that UB and its key stakeholders can achieve their goals.
3. Protect UB's reputation, and its ability to maintain its operations, through proactive and responsive issues management and crisis communications.
4. Support UB's diversity, equity and inclusion goals by developing communications standards, practices and content to support a culture of inclusion at UB.

UC strives to integrate and align communications vehicles and associated disciplines, and provide strategic direction and best-practice counsel for communicators across the university, calling for a continual need to improve efficiency and effectiveness within the organization and across institutional channels.

Outstanding Benefits Package
Working at UB comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options, and an option for a hybrid work modality. We focus on creating and sustaining a healthy mix of work, personal and academic pursuit—all in an effort to support your work-life effectiveness. Visit our benefits website to learn about our benefit packages.

Under the Telecommuting Program, employees will be expected to have a regular in-person presence at the official work location. Employees should not expect to be approved to telecommute on a full-time or near full-time basis. The number of days and which days an individual employee may be allowed to telecommute is proposed by the employee in the application process and finally determined by management based on operational need. However, the maximum allowable days per pay period that may be approved for telecommuting is 5 (five) workdays and in no event will an employee telecommute for their full obligation.

TO APPLY: Please visit https://www.ubjobs.buffalo.edu/postings/53726 before posting closes on 12/03/2024.

The 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.