

## STUDENT ASSISTANT OPPORTUNITY (PAID)

# Digital Researcher/Analyst Assistant

*University Communications, University at Buffalo*

University Communications is a highly creative environment that is charged with UB's marketing and communications (both print and web). We are responsible for conceptualizing and implementing innovative approaches to digital communications, including web and social media. We work in a team environment to create and maintain the official UB web page ([www.buffalo.edu](http://www.buffalo.edu)) and supporting websites of our top level web, UB's mobile presence ([m.buffalo.edu](http://m.buffalo.edu)), UB's social media presence, and many other challenging, cutting-edge projects. We have an opportunity to showcase our university—its mission, its messages, and its people—to each online visitor, while at the same time helping that visitor achieve the specific purpose of his or her contact with UB.

**We are looking for a highly motivated, dedicated, critical thinker to work up to 20 hrs/week.**

### RESPONSIBILITIES:

#### **Research and analysis informing digital strategies**

E.g. Benchmarking and analysis of best practices, trend and usage analysis

#### **Assessment of product performance**

E.g. Site analytics, user analysis, usability testing, defining and measuring KPI

#### **Content/data stewardship**

E.g. Stewardship of delivery of content, social media/web/mobile usage data

#### **Support and project logistics**

E.g. Coordinating information access and dissemination, tracking project feedback, building and populating templates for site Information Architecture and Content Strategy

### QUALIFICATIONS SKILLS:

- Must have strong user knowledge of social media, web and mobile platforms (this is NOT a programming position. It is an analysis and research position)
- Must be a critical thinker, with strong organizational skills and attention to detail
- Must have excellent analytical skills
- Excellent written and verbal communications are essential
- Effective time management and adherence to deadlines
- Experience in Excel, Google Docs required
- Experience with Google Analytics a plus

### OTHER:

- Keen sense of individual responsibility and initiative.
- Self directed
- Desire to learn and explore new and existing technologies
- Enthusiastic team player

**TO APPLY:** Send resume to [rebecca@buffalo.edu](mailto:rebecca@buffalo.edu). Resume should include cover letter detailing:

- What makes you a stand out candidate for the job (experience and personal characteristics)
- Experience or interest in assessment/analytics or using or studying social media, web and mobile platforms
- Your academic major, projected month and year of graduation
- Availability to work in summer 2015 through spring 2016
- Name and contact information for 3 references. Please indicate whether they are personal or professional references
- **Deadline for applications is April 30, 2015. Start date is flexible.**

*The University at Buffalo is an Equal Opportunity/Affirmative Action Employer*