

# Information Architect | Content Strategist

## University at Buffalo, Office of University Communications

You are...

... a smart IA who knows content strategy inside and out

... a content strategist who can speak UX and lives to organize tasks for the user

... and you are dedicated to the concept of our making our Web content work smarter, harder for our users and our brand.

### **About the Position:**

As our Information Architect | Content Strategist, you will be responsible for enterprise-wide information architecture and content strategy, being a essential part of the team that collaboratively builds and supports our user experience on the UB home page and university-wide top tier websites. You will also be responsible for the creation of UB-wide standards for Web information architecture and Web content strategy for Web projects.

We use the best practices in the content strategy and information architecture fields, and have worked with Indi Young to define mental models that inform our work.

You will be working collaboratively on project teams, assessing the information needs of Web products, translating both business and user goals into objectives that inform information architectures, content strategies and navigation structures.

### **About UB**

The University at Buffalo employs a varied and diverse range of dynamic people who understand the importance of our mission and vision. When you consider a career at the University at Buffalo, you know that you will be a part of a world-class research university, the largest and most comprehensive campus in the State University of New York system. Our thinking, research, creative activity and people positively impact and change the world. We pride ourselves on our collaborative and interdisciplinary approach to our research and being named one of the “great colleges to work for” the past three years by The Chronicle of Higher Education.

The Office of University Communications (UC) is responsible for providing strategic leadership for university-wide communications. UC provides the university with communications research and planning; stewards institution-wide branding and positioning; sets Web, visual and editorial standards; plans and produces selected print and digital communications vehicles; manages the institution's employee communications program; and conducts news media relations. UC is highly visible and its communications work products are the public face of the university for many audiences.

### **About the Buffalo Niagara Region**

Our region is characterized by a neighborly way of life, an unpretentious nature and spirited loyalty among residents. Those only familiar with the area's snowy stereotype are immediately captivated by the region's beauty, heritage and temperate climate and the friendliness of its residents. Buffalo Niagara offers a low cost of living and affordable housing prices in neighborhoods ranging from urban to suburban to small town. Buffalo Niagara's four-seasons climate sets the scene for year-round outdoor fun from hiking to sailing to skiing and snowboarding. Our cultural scene is richly represented by renowned venues presenting a broad spectrum of art, theater and music.

### **Find out more about us.**

Visit <https://www.ubjobs.buffalo.edu/applicants/Central?quickFind=53996>