

Director of Marketing & Communications (7555U) - Fung
Institute
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=230346>

Downloaded On: May. 8, 2024 9:27pm

Posted Feb. 8, 2024, set to expire Jun. 30, 2024

Job Title	Director of Marketing & Communications (7555U) - Fung Institute
Department	Coleman Fung Institute for Engineering Leadership
Institution	University of California, Berkeley Berkeley, California
Date Posted	Feb. 8, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff Director/Manager
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
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Job Description

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Director of Marketing & Communications (7555U) - Fung Institute

About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

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The University of California, Berkeley, is one of the world's leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the transformative opportunity it provides to a large and diverse student body; its public mission and commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [Guiding Values and Principles](#), our [Principles of Community](#), and [our Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. To find out more about how you can grow your career at UC Berkeley, visit grow.berkeley.edu.

Departmental Overview

The Coleman Fung Institute for Engineering Leadership, launched in January 2010, prepares engineers and scientists - from students to seasoned professionals - with the multidisciplinary skills to lead enterprises of all scales, in industry, government and the nonprofit sector. The Fung Institute is headquartered in UC Berkeley's College of Engineering, which is recognized for its educational and research excellence and is consistently ranked among the top three Engineering colleges in the United States.

The Fung Institute offers educational programs that combine leadership coursework in technology innovation and management with intensive study in an area of technical specialization. This integrated knowledge cultivates leaders who can make insightful decisions with the confidence that comes from a synthesized understanding of technological, marketplace and operational implications.

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This position involves the marketing of activities, services or product; provides marketing support activities. Involves the analysis of identifying possible constituencies / audiences and the development of programs, services, and outreach to meet identified needs and influence public perception; may involve "brand" development or enhancement, and may involve working with the media (press, television and radio).

Application Review Date

The First Review Date for this job is: November 15, 2023 - Open Until Filled

Responsibilities

65% Fung Institute Marketing and Communications

- Promotes awareness of our mission and programs within the campus community and to the general public.
- Consults with Fung Institute leadership to understand constituencies and establish a targeted communications strategy.
- Consults with stakeholders (students, faculty, alumni, and staff) on creating content for distribution via the various channels. Content may include people/project profiles, advertising campaigns, program brochures, newsletters, and blogs.
- Establishes and manages associated budgets with marketing/communications and reviews expenses on a monthly, quarterly, and annual basis to ensure that it aligns with fiscal budget.
- Manages the branding, design, and technical updates to Fung Institute websites. Develops website content and architecture to reflect overall communications goals and strategy. Ensures all data is current and solicits new content on a regular basis.
- Oversees Fung Institute social media channels via branding, content, and technical support along with related video and photography needs, including hiring photographers and taking photos as needed. Manages image inventory.
- Develops and enforces Fung Institute brand guidelines across all digital and print materials. Manages design and production of branded digital communications materials including logos, and other identity elements.
- Researches, analyzes, monitors and evaluates marketing/communications efforts for the Fung Institute to measure effectiveness and reports results to the Executive Director.
- Coordinates with vendors to design and produce marketing materials including signage, banners, pens, bags, and giveaways. Establishes and maintains contacts with internal and external marketing professionals and vendors.
- Attends major Fung events to provide support as it relates to the duties outlined above.

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- Related duties as assigned.

20% Marketing for Professional Degree Programs in the College of Engineering

- Consults on the marketing/recruitment strategy for all current and future professional degree programs in the College of Engineering.
- Advises strategic marketing/recruitment strategies, projects, and campaigns to increase the recruitment and yield
- Manages associated budget.
- Places ads and sends Slate emails on behalf of Berkeley Engineering professional master's programs; manages a student to support with in-house, program-specific ad content development
- Guides use of digital communications tools and online accounts including CRM email database and online advertising. Shares recommendations of tool integration and troubleshooting as needed
- Collaborates with Berkeley Engineering Graduate Student Services & Outreach to reach populations including leads who identify as US/CA residents, URM, LGBTQ+, undocumented, first-generation, and more.
- Researches and recommends new and innovative methods for promote programs.
- Advises on website, social media, and other communications efforts with professional degree program stakeholders and ensures they meet the high branding standards of UC Berkeley and College of Engineering.

10% - Direction and supervision of employees and/or student workers and communicates regularly with staff to ensure implementation of team initiatives and projects.

5% -Professional development

Required Qualifications

- Bachelor's degree in related area and / or equivalent experience / training.
- Advanced knowledge of marketing principles, concepts, techniques and applications relevant to the field of promotion and advertising.
- Advanced skills in developing, designing and implementing creative promotional and advertising strategies.
- Advanced written, visual, interpersonal communication and political acumen skills.
- Advanced knowledge of applicable campus policies pertaining to marketing and advertising

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issues and concerns and other related policies.

Preferred Qualifications

- Skill in mentoring less experienced staff.

Salary & Benefits

For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this job announcement. This range takes into account the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and experience.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$95,300 to \$130,000 annually, not to exceed \$178,100. This is a 100% FTE career position eligible for full benefits.

Referral Source Info

This job is part of the Employee Referral Program. If a UC Berkeley employee is referring you, please ensure you select the **Referral Source** of "*UCB Employee*". Then enter the employee's **Name** and **Berkeley email** address in the **Specific Referral Source** field. Please enter only one name and email.

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the job responsibilities. Berkeley does hire people with conviction histories and reviews information received in the context of the job responsibilities. The University reserves the right to make employment contingent upon successful completion of the background check.

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Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see the [U.S. Equal Employment Opportunity Commission](#) poster.

For the complete University of California nondiscrimination and affirmative action policy, please see the University of California [Discrimination, Harassment, and Affirmative Action in the Workplace](#) policy.

To apply, visit

https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_APP_SCH

Contact Information

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

Contact

N/A

University of California, Berkeley

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