

**Sr. Associate Director of Engagement Programs (6292U) -
College of Engineering
University of California, Berkeley**

Direct Link: <https://www.AcademicKeys.com/r?job=230791>

Downloaded On: May. 9, 2024 5:24am

Posted Feb. 15, 2024, set to expire Jun. 30, 2024

Job Title	Sr. Associate Director of Engagement Programs (6292U) - College of Engineering
Department	College of Engineering
Institution	University of California, Berkeley Berkeley, California
Date Posted	Feb. 15, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Finance/Investment Management Communications/Public Relations Administrative Support/Services
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Job Description

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Sr. Associate Director of Engagement Programs (6292U) - College of Engineering

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 Senior Associate Director of Engagement Programs for the College of Engineering reports to the Executive Director of Engagement Programs within the Office of Marketing and Communications. Working collaboratively to plan and execute college-wide events and outreach activities to increase engagement among key constituencies, including current and prospective students, alums, donors, faculty, staff and off-campus partners. The responsibilities of this position include building upon the college's existing events and outreach activities and proactively identifying and planning new opportunities to engage these constituencies further. Evaluating new events to ensure they meet and align with the college's mission and its strategic and fundraising goals.

Events and activities may be in-person, hybrid, or virtual. They include the Dean's lecture series, annual academic and alums programs and celebrations (Commencement, Orientation, Cal Day and Homecoming), donor events, college community celebrations and town halls. The Senior Associate

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Director will also collaborate with college departments, providing consultation, advice, and management in planning selected events. The Senior Associate Director will collaborate with college and university staff/units in planning and executing events, following all UC policies, including those involving procurement.

Application Review Date

The First Review Date for this job is: February 28, 2024 - Open Until Filled

Responsibilities

- Plan and execute activities that reflect the mission of the College and serve its strategic goals and priorities. Determine and analyze requirements on all events and identify budget parameters for each event.
- Manage planning and organizing logistics such as facilities, audience management systems and activities, caterers, vendors, and facilitation of communication and services with guests, building coordinators, and facility managers, and provides technical support for these activities.
- Develop event scope, identifying and engaging stakeholders. Collaborate with internal partners, develops event specific organizational tools such as timelines, contact lists, on-site deliverable schedules, etc.
- Develop and implement event budgets, cost reviews, and final invoices.
- Ensure smooth-running, effective events, including promptly recognizing and resolving potential and real problems using tact, sensitivity, discretion and political acumen.
- College of Engineering events include:
 - Golden Bear Orientation
 - Homecoming
 - Cal Day
 - Spring Commencement Ceremonies
 - Dean's Society Events
 - View from the Top Lecture series.
- Develop and coordinate guest lists, implement marketing strategies, registration management, and guest communication.
- Create or supervise the creation of collateral materials, including name tags, programs, invitations, fliers, PPTs, etc. (designers may be used for complicated collateral)
- Prepare event briefings with program flow and suggested remarks for the event principals.
- Work with keynote speakers and VIP guests to ensure a successful campus visit.
- Contribute to and participate in long-range unit event planning.
- Mentor and oversee the work of less experienced events staff.

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- Communicate event scope and details to College leadership at in-person or virtual meetings.

Required Qualifications

- Bachelor's degree in related area and / or equivalent experience / training.
- Thorough knowledge and understanding of concepts, principles and practices of event planning and public relations, including event design, organization and production.
- Demonstrates good judgment in making decisions and managing events. Skill in effectively meeting budget and time constraints.
- Demonstrated organizational and project management skills to work successfully with clients to produce high quality events that meet client needs and appropriately represent the campus for fundraising events. Skills to provide excellent donor stewardship.
- Highly developed interpersonal communication skills including political acumen and social perceptiveness. Excellent verbal and written communication skills to effectively communicate with diverse populations with competing priorities.
- Highly developed judgment, decision-making and problem recognition / avoidance / resolution skills, including skill in determining those issues / problems that need to be brought to management's attention.
- Knowledge of principles and practices of volunteer recruitment, supervision, motivation and evaluation.
- Proven ability to work on several tasks simultaneously. Skill at responding effectively to priorities and setting deadlines.
- Experience maintaining a high standard of productivity within a broad scope of responsibility despite frequent interruptions. Ability to complete large volume of diverse tasks efficiently, meeting established deadlines.
- Ability to effectively work with invited guests, donors, government officials and university VIPs.
- Knowledge of crowd management, crowd safety protocols, security and emergency procedures related to small, medium and large scale gatherings.
- Ability to give clear directives and use independent, rational judgment to make optimal decisions.
- Knowledge and skill to set and monitor work standards and protocols.

Preferred Qualifications

- Thorough knowledge of the campus, its vision, mission, programs, policies, achievements and infrastructure. Knowledge of University policies and procedures relating to the use of University facilities, event management and presentation.

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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 \$72,000 to \$92,000 annually. This is a 100% FTE career position eligible for full benefits.

Driving Required

A valid driver's license and DMV check for driving record is required.

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.

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.

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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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