

Social Media Strategist (7477U), Berkeley Law - 63503
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=230822>

Downloaded On: May. 9, 2024 3:44pm

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

Job Title	Social Media Strategist (7477U), Berkeley Law - 63503
Department	Communications
Institution	University of California, Berkeley Berkeley, California
Date Posted	Feb. 15, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
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Job Description

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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

UC Berkeley's School of Law is one of the nation's great centers for legal education, ever exploring and pushing new intellectual boundaries while tackling urgent, real-world issues. The law school is also known for its vibrant and engaged community of students and scholars who are committed to providing leadership and making a difference on problems of local, national and global import. Currently ranked among the top law schools in the country, the School of Law has ambitious development goals as it looks to continue producing leaders in law, government, and society.

The Communications department gets the word out on Berkeley Law's excellence, public mission, and community.

The Social Media Strategist at Berkeley Law will be a pivotal member of the Communications team, working closely with the Assistant Dean, Creative Director, and Editorial Director. This role offers an

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exciting opportunity to enhance Berkeley Law's brand presence on social media, focusing on reputation, recruitment, and revenue. The Strategist will be instrumental in positioning the law school as a premier institution committed to public service and academic excellence, while maintaining a supportive community environment. Responsibilities include developing sophisticated messaging and content aimed at various audiences such as students, alumni, academics, legislators, and legal professionals. The role also involves strategizing and conceptualizing with the broader creative team, owning projects from concept to delivery, and working from briefs as well as initiating and pitching new concepts. This position is key to building brand awareness and loyalty, ensuring that Berkeley Law stands out among its peers through innovative and engaging content on both organic and paid channels.

As the Social Media Strategist at Berkeley Law, you will be an innovative and conceptual creator, adept in photography, video content creation, animation, digital storytelling, and possessing refined design and typography skills. Reporting to the Assistant Dean of Communications, your role involves crafting dynamic social media content for platforms like Instagram and TikTok. You'll conceptualize and develop visually engaging content, including short-form videos and high-quality photos, translating complex legal topics into accessible multimedia content. Collaborating with various departments, students, and faculty, you'll play a key role in enhancing Berkeley Law's online presence, managing content lifecycles, and contributing to strategic initiatives. Your creative expertise will be crucial in maintaining Berkeley Law's dynamic social media presence, ensuring both creativity and alignment with the institution's goals.

Application Review Date

The First Review Date for this job is: January 26, 2024

Responsibilities

CONTENT CREATION:

- Conceptualizes, develops, and implements content strategies, including art direction and design for organic social media, including, but not limited to:
- Photography: Takes photographs using department equipment to show what it's like at Berkeley Law (including attendance at regular in-person weekday events at the law school and occasionally outside of typical work-hour events such as reunion, commencement, symposia, swearing-in ceremonies, etc.) as well as portraits and other photography assignments relating to editorial needs of the department.
- Video & Animation: Creates and executes short-form video content and animation, from initial

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storyboarding to art direction and final editing treatments.

- Graphic design: In collaboration with the Creative Lead, utilizes Canva, Photoshop, etc., to produce visual elements for use on social media.
- Captions and quotes: Prepares text to accompany visual content on social media in keeping with Berkeley Law editorial style and brand guidelines.
- Accessibility: Makes sure all content must adhere to appropriate and applicable guidelines for accessibility.
- Accuracy: Ensures high levels of accuracy and meticulous attention to detail across all content and media assets.

COLLABORATE:

- Works in partnership with cross-functional teams, encompassing strategy, copywriting, project management, and production, to ensure a cohesive and effective content strategy.
- Coordinate with Faculty and Staff: Develops and implements social media strategies in alignment with the institution's goals, ensuring content is relevant, engaging, and promotes faculty and staff initiatives.
- Engagement with Students: Works directly with student groups and representatives to amplify student voices and perspectives, fostering a vibrant and inclusive online community.
- Partnership with Campus Entities and Beyond: Collaborates with different departments and entities on campus, like sports teams or clubs, to ensure a cohesive and diverse representation of the campus life and activities on social media platforms.

SHARE/MONITOR/ANALYZE:

- Under minimal supervision, the Social Media Strategist is responsible for long- and short-term strategic planning of all social media content for Berkeley Law's official channels in accordance with the overall communications strategy set by the Assistant Dean and in collaboration with Communications team colleagues and partners throughout the law school in order to amplify timely editorial/fundraising/media relations messaging and objectives.
- Keeps up-to-date with the evolving social media landscape, including platforms like TikTok, Instagram, and Pinterest, and leverage current trends in a manner that's relevant to Berkeley Law's brand and objectives.
- Establishes and executes daily social media schedule, content, and activity, as well as regular analysis of performance (KPI) data.
- Closely monitors all social media channels and responds to messages/alerts appropriate team

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members of news relating to the law school or potential issues in a timely manner.

- Promotes events and other priority materials in accordance with the Communications team strategy.
- Collaborates with departments using paid advertising through the social media channels for consistency with Berkeley Law's branding standards.
- Monitors comments and messages relating to paid advertising and responds as appropriate.
- Analyzes campaign performance data and advises on ROI.
- Uploads videos to the YouTube channel and ensures ADA compliance.

MISCELLANEOUS:

- Participates and assists Assistant Dean and Communications team members with broader strategic communications goals.
- Contributes ideas and leads to the editorial pipeline.
- Collaborates with teammates to effectively promote stories and initiatives.
- Consults with colleagues throughout the law school on social media best practices and strategy.
- Advises students on social media best practices and supports student initiatives, e.g., helping develop assets and promote student events, campaigns, podcasts, fundraisers, etc., in order to ensure compliance with branding standards, amplify their messaging to a larger audience, and showcase the vibrant student life of the law school for the benefit of prospective students, donors, etc.
- Engages in professional development and training opportunities as needed.
- Performs additional duties as assigned.

Required Qualifications

- 4+ years' experience developing social media content and strategy (Twitter, Facebook, Instagram, LinkedIn, YouTube), preferably for a higher education, nonprofit, or legal organization.
- A portfolio of distinctive work demonstrating excellent photography, video, and design skills.
- Excellent written, verbal, interpersonal communications, active listening and political acumen skills.
- Excellent skills using graphic design platforms such as Canva and Photoshop.
- Strong attention to detail with excellent editing and proofreading skills.
- Self-driven, highly organized, and advanced time management skills required.
- Intermediate knowledge of Sprout, Hootsuite, or other CMS software
- Ability to understand complex concepts and communicate them simply and clearly adhering to

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appropriate brand tone and values.

- Ability to maintain confidentiality and utilize good judgement
- Ability to comprehend the news value of the school's various activities and achievements and to utilize social media to target specific audiences and outlets.
- Strong computer skills with proficiency in Google Suite and video conferencing platforms with the ability to learn new computer programs and software systems.
- Demonstrated commitment to and understanding of diversity, equity, inclusion, and belonging (DEIB), and ability to apply and integrate core concepts of DEIB into everyday practice.
- Must be 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.
- Must demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community.

Education/Training:

- Bachelor's degree in related area and / or equivalent experience / training.

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 \$87,200.00 - \$95,000.00.

- This is a 12-month, 100%, full-time (40 hours per week), contract position that is eligible for full

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UC benefits with the possibility of extension.

- This position is exempt and paid monthly.

How to Apply

To apply, please submit your resume and cover letter.

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.

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

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applying for or inquiring about this job announcement.

Contact

N/A

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