

**Marketing Coordinator & Multimedia Producer (7551U) -  
SCET  
University of California, Berkeley**

Direct Link: <https://www.AcademicKeys.com/r?job=234256>

Downloaded On: May. 16, 2024 4:54pm

Posted Apr. 5, 2024, set to expire Jun. 30, 2024

**Job Title** Marketing Coordinator & Multimedia Producer  
(7551U) - SCET

**Department**

**Institution** University of California, Berkeley  
Berkeley, California

**Date Posted** Apr. 5, 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](https://grow.berkeley.edu).

### Departmental Overview

The Pantas and Ting Sutardja Center for Entrepreneurship and Technology (SCET) is the premiere institution at UC Berkeley for the study and practice of entrepreneurship and technology innovation. SCET is globally recognized for developing the Berkeley Method, an internationally recognized approach to teaching technology entrepreneurship to undergraduate students, innovation to graduate students, and technology firm leadership to professionals and executives. If you are interested in new ventures or innovation on the Berkeley campus or beyond, SCET is the place to be.

The SCET Marketing and Communications Specialist will support the Chief Marketing Officer in bolstering and sustaining the marketing and communications efforts at the Center. As SCET continues to pioneer educational experiences and initiatives in entrepreneurship and technology, the importance of strategic and impactful marketing cannot be overstated.

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The Marketing and Communications Coordinator will play a crucial role in effectively narrating our stories, championing our mission, and connecting with our diverse audience that includes Berkeley students, global exchange students, partner academic institutions, and professional communities. The creation, development, and deployment of engaging and innovative content across multiple media platforms will be key to raising awareness and engagement with our various programs and collider labs.

In addition, the Marketing and Communications Coordinator will act as a steady, full-time pillar in our marketing team, helping to retain crucial institutional knowledge and providing consistent and reliable support to the Chief Marketing Officer. By overseeing and facilitating the production of creative content with various internal and external stakeholders, the Marketing and Communications Coordinator will enable a smoother and more effective execution of our marketing strategies.

This position is pivotal in advancing the SCET's reputation and influence locally and globally, and in promoting the vital work we do in entrepreneurship education and innovation.

***This is a 100% FTE (full time), 1-year contract position with the possibility of extension.***

Application Review Date

The First Review Date for this job is: April 18, 2024 - Open Until Filled

#### Responsibilities

- **Strategic Marketing & Communication Planning:** Under general supervision from the SCET Chief Marketing Office, this position is responsible for proposing, developing, implementing and monitoring marketing and communications plans and strategies for small or non-complex projects supporting all areas of SCET: academics, global, professional, applied labs, community, and operations. Responsible for providing timely and superior customer service to all SCET groups, providing individualized attention to the varying needs of each group while identifying opportunities to create efficiencies in marketing and communication processes across the areas. Receives and responds in a timely manner to requests to fix small marketing and communication problems that may arise. Provides consultation services to develop marketing strategy for new programs.
- **Marketing & Promotion:** Promotes SCET programs and initiatives to both internal and external audiences on various platforms including, but not limited to: newsletters, website, print publications and social media. Seeks opportunities in outreach activities and initiates, develops and implements communication and marketing strategies designed to improve the efficiency, effectiveness, and reach of SCET's marketing and communication efforts. Audiences may include

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the general public, prospective and current students and program participants, alumni, donors, partners, campus visitors, government, industry, and/or community representatives.

- **Social Media Management:** Under minimal supervision, this position is responsible for executing long- and short-term strategic planning of all SCET social media content in accordance with the overall marketing strategy set by the Chief Marketing Officer. Independently overseeing and executing daily social media schedule, content, and activity, as well as regular analysis of performance (KPI) data. This position is responsible for closely monitoring all social media channels and responds to messages as appropriate as well as alerting the Chief Marketing Officer news relating to SCET or potential issues in a timely manner.
  - This position holds the responsibility for elevating SCET's visibility and engagement levels by promoting relevant articles, news, and scholarship to key audiences. This is achieved by writing tailored copy for each individual social media channel, utilizing relevant handles and hashtags to maximize exposure. To ensure the effectiveness of these efforts, the role involves producing regular reports on campaign performance, using data analytics tools. These data-driven insights inform the creation of visually compelling assets, which are independently developed for social media, web, and print uses.
  - Furthermore, the role encompasses the entire production process for video content, from initial conception and planning, through to filming/interviewing, editing, and post-production. The resultant video content is purposed for use across various platforms, including social media, the SCET website, and YouTube.
  - In addition to these responsibilities, the position also includes capturing program and activity photography, providing live social media coverage, and other supportive tasks to enrich the SCET's multi-faceted marketing efforts.
- Drafts and / or edits copy for marketing projects or programs such publications, advertisements, press releases, announcements, etc. Creates / maintains marketing files, records, calendars, logs and other related documents.
- This position is responsible for managing and leveraging data to drive strategic marketing decisions. This includes conducting basic market research to gather insights about our target audiences, competitive landscape, and current market trends. Provides assessment and recommendation to Chief Marketing Officer for which marketing and communication platform to discontinue and/or start engaging with (e.g. new social media platform).
- Researches and secures copyright and other legal clearances for publications, products, etc. keeping senior management informed as necessary.

**Required Qualifications**

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

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- Solid knowledge of marketing principles, concepts, strategies and best practices.
- Solid knowledge of institutional products and services.
- Knowledge of customer service standards / procedures.
- Organizational skills and skills in file creation, maintenance and management.
- Written and interpersonal communication skills.

#### Preferred Qualifications

- Knowledge of the campus mission, vision, goals, objectives and infrastructure.

#### 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 \$28.30 to \$38.51 hourly. This is a 100% FTE, 1-year contract position eligible for benefits.

#### Other Information

*This is a 100% FTE (full time), 1-year contract position with the possibility of extension.*

#### 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

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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.

The [University of California's Affirmative action policy](#).

The [University of California's Anti-Discrimination policy](#).

**To apply, visit**

[https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/HRS\\_HRAM.HRS\\_APP\\_SCH](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

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