

Marketing Specialist 3 (7552U) Job 67823 - Blum Center
for Developing Economies
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=234838>

Downloaded On: May. 21, 2024 4:21am

Posted Apr. 17, 2024, set to expire Jun. 30, 2024

Job Title	Marketing Specialist 3 (7552U) Job 67823 - Blum Center for Developing Economies
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Apr. 17, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing
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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.

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

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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 Blum Center for Developing Economies leverages the talent, enthusiasm, and energy of the University of California, Berkeley community to support innovation for low resource areas around the world. Our interdisciplinary problem-solving approach draws on students and faculty dedicated to facing this challenge through innovative initiatives, education, and research.

This position will help showcase two unique Blum Center programs serving a diversity of students focused on innovations to serve society. The Master of Development Engineering program responds both to the growing need for Development Engineers to solve societal challenges as well as to the increasing importance of technology in the aid sector. The program reflects the demand for diverse STEM professionals who can invent, adapt, or implement technologies to benefit low-resource communities. Big Ideas is a campus-based innovation ecosystem that provides training, networks, recognition and funding to interdisciplinary teams of UC Berkeley students who have transformative solutions to real-world problems.

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Application Review Date

The First Review Date for this job is: 5/1/24 - Open Until Filled

Responsibilities

25% Works with DevEng management and Big Ideas management to create, develop, implement and execute long and short term strategic marketing plans and projects to facilitate student awareness and increase student participation in these two key programs.

15% Works with program directors of DevEng and Big Ideas to devise and execute new strategies to increase recruitment and yield, monitors success of each recruiting effort, adjusts efforts throughout the recruiting cycle, creating a marketing and recruiting report at the end of each recruiting cycle.

10% Produces, designs, and distributes publications and other promotional messages and materials, including internet or web materials, advertisements, brochures, flyers, signage, A / V presentations, etc.

10% Creates, implements adapts social media marketing strategies and campaigns, including paid advertising strategies (Meta, Google Analytics/Ads); Analyze advertising insights to adjust strategies over time + present findings.

10% Establishes and maintains contacts with internal and external marketing professionals and vendors. Works with relevant partner organizations on marketing strategy, creating content and visuals for each (E4C, EWB, DevX), considering additional, relevant organizations to sponsor. Collaborates with other departments and programs (I-school, Fung, College of Engineering, etc.) to share booth/tables in events and exchange outreach material. Collaborate with Grad Division and Berkeley Engineering Student Services to reach US/CA residents and to recruit diverse students from varying backgrounds.

10% Organizes and participates in events (requiring occasional evening and weekend hours) and coordinates participation of other DevEng and Big Ideas staff and students at virtual and in-person recruitment events, and conferences.

5% Researches, analyzes, monitors and evaluates marketing efforts for effectiveness, reporting results to management.

5% Organizes and supports program directors to facilitate faculty and alumni participation in outreach and recruiting efforts throughout the cycle.

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5% Administers budget as assigned, ensuring that budget goals are met.

5% Researches and analyzes new and innovative methods for outreach, marketing and recruitment for DevEng and Big Ideas and develops implementation proposals.

Required Qualifications

- Knowledge of all aspects of marketing in academia including strategic planning for various media venues, technical aspects and requirements of various venues, and the most appropriate and effective means to reach and serve students.
- Knowledge of social media marketing strategies and campaigns, including paid advertising strategies (Meta, Google Analytics/Ads).
- Thorough analytical and written communication skills.
- Knowledge and understanding of technical applications to effectively direct technical staff, or personally perform technical work, including design concepts, various media, and applications.
- Thorough knowledge of communication principles, media, and marketing techniques. Strong project management skills.
- Strong interpersonal communication and political acumen skills.
- Knowledge and skills to advise and consult with management to ensure delivery of inclusive messages to a diverse group of students.
- Skill in mentoring less experienced staff.
- 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.

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The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$77,600 - \$89,491.

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.

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

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Contact Information

Please reference Academickeys in your cover letter when
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Contact

N/A

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