

Social Media Marketing Specialist (7551U) - 27292 - 1226
University of California, Berkeley

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Posted Oct. 3, 2019, set to expire Jan. 30, 2020

Job Title	Social Media Marketing Specialist (7551U) - 27292 - 1226
Department	N/A
Institution	University of California, Berkeley Berkeley, California
Date Posted	Oct. 3, 2019
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Communications/Public Relations Graphic Design/Marketing
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Job Description

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About Berkeley

The University of California, Berkeley, is one of the world's most iconic teaching and research institutions. Since 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world. Berkeley's culture of openness, freedom and acceptance academic and artistic, political and cultural make it a very special place for students, faculty and staff.

Berkeley is committed to hiring and developing staff who want to work in a high performing culture that supports the outstanding work of our faculty and students. In deciding whether to apply for a staff

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position at Berkeley, candidates are strongly encouraged to consider the alignment of the Berkeley Workplace Culture with their potential for success at [\[url=https://apptrkr.com/get_redirect.php?id=1644416&targetURL=http://jobs.berkeley.edu/why-berkeley.html\]](https://apptrkr.com/get_redirect.php?id=1644416&targetURL=http://jobs.berkeley.edu/why-berkeley.html)<http://jobs.berkeley.edu/why-berkeley.html>.

Application Review Date

The First Review Date for this job is: July 30, 2019

Departmental Overview

UC Berkeley Extension is the continuing education branch of the University of California, Berkeley. Extension offers more than 2,000 courses per year in a variety of subjects both online and in the classroom. Extension's administrative departments and units include student records (transcripts), registration, scheduling, international student services, facilities, financial services, and the cashier's office. In addition to the main Berkeley center, it has responsibility for the maintenance and operation of regional centers in San Francisco (Spear Street), Belmont and other leased facilities in the San Francisco Bay Area.

The Marketing Department is a multi-function marketing service provider to the Extension school as well as other UC Berkeley clients. It is responsible for the branding, engagement, enrollment, awareness building, and lead generation for over 70 domestic and international programs. Once a primary point for transactional operations, the unit has shifted towards an entrepreneurial approach dedicated to solving complex problems, driving enrollments and revenue, and generating awareness for new programs. The goals and objectives of the Marketing Department are to provide excellent, comprehensive services to students, staff, faculty, and the general public in our efforts.

The Digital Marketing team is responsible for meeting these goals through paid and organic deliverables across online platforms. The Digital Marketing team works alongside content marketing, recruitment and advising, and analytics/research teams. The person in this role will utilize product and brand campaigns on social media to drive enrollments, revenue, awareness, leads, and growth across online communities for UC Berkeley Extension's domestic and international initiatives. Ultimately, this person will drive revenue, growth, and facilitate engagement with the community while helping shape the narrative of the UC Berkeley Extension brand as a leader in continuing education.

Responsibilities

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- * Under general supervision, plans, develops, and implements paid and organic social media campaigns and/or community engagement campaigns across channels.
- * While working with Creative Service to draft, schedule and/or edit posts for paid and organic campaigns.
- * Ensures good customer service through providing appropriate information to answer questions, including providing data for reports to justify the value & contribution of social communities to institutional KPIs.
- * Identification of new digital technologies and vendors; assisting with implementation, maintenance, & optimization of digital technologies.
- * Identification of new & existing opportunities for optimization through A/B tests, target audiences, best times to post, relevant subjects for content generation, etc.
- * Regularly monitor Google Analytics, Social Media Management & Social Analytics Platforms for insights to campaign performance, website performance, revenue and other leading indicators.
- * Conducts basic market research and/or sales and generates and uses marketing and/or sales reports for the purposes of optimizing campaign performance & engagement.

Required Qualifications

- * Solid knowledge of social media and digital marketing best practices, concepts, and strategies
- * In-depth knowledge and understanding of social media platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, WeChat, niche communities, blogs, stories, etc.
- * Knowledge of paid social media advertising channels and tools, including Facebook Business Manager, LinkedIn Ads, Instagram Ads, etc.
- * Strong ability to identify and write clear, engaging, and cohesive messaging with a sharp eye for high-quality, impactful content and imagery.
- * Familiarity with Google Analytics or other web or social analytics platforms, including creating custom reports and troubleshooting common issues.
- * Familiarity with digital marketing ad platforms and practices like Google Search and Display Ads and Microsoft Advertising.
- * Familiarity with SEO best practices.
- * Passion for educational products and continuing education.
- * Knowledge of best practices for targeting and tracking social paid and organic posts.
- * Knowledge of the campus, including its mission, vision, goals, and objectives.
- * Written and interpersonal communication and client management skills.
- * Strong analytical and reporting skills and comfort with regularly reporting key KPIs.

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Education/Training:

- * Bachelor's degree in related area and/or equivalent experience/training.
- * 1-3 years marketing, content, and/or social media experience, with a solid understanding of engaging an audience and growing the user base of a product or brand.

Preferred Qualifications

- * Preference given to those who hold Google Certification for Digital Advertising products and/or have managed multiple social campaigns with different revenue objectives.

Salary & Benefits

This position is a non-exempt, bi-weekly paid position. Hourly pay for this role is commensurate with experience.

For information on the comprehensive benefits package offered by the University visit:

[url=https://apptrkr.com/get_redirect.php?id=1644416&targetURL=http://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html]http://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html

How to Apply

Please submit your cover letter and resume as a single attachment when applying.

Other Information

This is a 40-hour per week, 12-month (Contract) appointment.

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



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about your rights as an applicant see:

[url=https://apptrkr.com/get_redirect.php?id=1644416&targetURL=http://www.eeoc.gov/employers/upload/pos

For the complete University of California nondiscrimination and affirmative action policy see:

[url=https://apptrkr.com/get_redirect.php?id=1644416&targetURL=http://policy.ucop.edu/doc/4000376/Nondis

To apply, visit

[url=https://apptrkr.com/1644416]https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/H

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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