

Social Media Marketing Specialist (7552U)
University of California Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=134105>

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Posted Nov. 26, 2019, removed Feb. 24, 2020

Job Title	Social Media Marketing Specialist (7552U)
Department	UC Berkeley Extension
Institution	University of California Berkeley Berkeley, California
Date Posted	Nov. 26, 2019
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
Apply Online Here	https://apptrkr.com/1722528
Apply By Email	
Job Description	

Social Media Marketing Specialist (7552U)
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 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

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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 [\[url=https://apptrkr.com/get_redirect.php?id=1722528&targetURL=https://strategicplan.berkeley.edu/guiding-values-and-principles/\]](https://apptrkr.com/get_redirect.php?id=1722528&targetURL=https://strategicplan.berkeley.edu/guiding-values-and-principles/)Guiding Values and Principles, our [\[url=https://apptrkr.com/get_redirect.php?id=1722528&targetURL=https://diversity.berkeley.edu/principles-community\]](https://apptrkr.com/get_redirect.php?id=1722528&targetURL=https://diversity.berkeley.edu/principles-community)Principles of Community, and [\[url=https://apptrkr.com/get_redirect.php?id=1722528&targetURL=https://strategicplan.berkeley.edu/guiding-values-and-principles/\]](https://apptrkr.com/get_redirect.php?id=1722528&targetURL=https://strategicplan.berkeley.edu/guiding-values-and-principles/)our Strategic Plan.

Application Review Date

The First Review Date for this job is: December 10, 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), and Belmont and other leased facilities in the San Francisco Bay Area.

Responsibilities

* Coordinates activities including promotional materials and products designed to promote awareness of the department and/or campus services, programs or products within the campus community or to the general public.

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- * Plans, develops, and implements paid and organic social media campaigns in collaboration with Business Intelligence team.
- * Researches, analyzes, monitors and evaluates social media marketing effectiveness, reporting results to appropriate higher levels of administration.
- * Monitors Google Analytics, Social Media Management & Social Analytics Platforms for insights to campaign performance, website performance, revenue and other leading indicators
- * Coordinates design, production and distribution of promotional materials on social media.
- * Creates community management plan to engage with prospective and current students.
- * Coordinates advertising placement and schedules.
- * Coordinates appropriate use of campus and/or department logos, emblems, et cetera.
- * Establishes and maintains contacts with internal and external marketing professionals and vendors; e.g. artists, designers, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, et cetera.
- * Administers marketing and/or sales budget(s) as assigned, ensuring that budget goals are met; as required meets revenue generating goals
- * Researches and analyzes new and digital platforms and methods for generating revenue in target markets. Identifies opportunities for optimization through A/B tests, target audiences, best times to post, relevant subjects for content generation, etc
- * Builds relationships with outside (non-campus affiliated) companies and organizations.

Required Qualifications

- * Advanced knowledge of social media & digital marketing best practices, concepts, and strategies
- * Advanced knowledge and understanding of major social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn, Yelp)
- * Experience deploying and running WeChat
- * Knowledge of paid social media advertising channels & tools, including Facebook Business Manager, LinkedIn Ads, Instagram Ads,
- * Strong ability to identify & write clear, engaging and cohesive messaging with a great eye for high-quality impactful content & imagery
- * Expertise with Google Analytics or any other web or social analytics platforms, including creating custom reports and troubleshooting common issues
- * Experience with Digital Marketing ad platforms & practices like Google Search and Display Ads & Microsoft Ads
- * Familiarity with SEO best practices
- * Ability to gain thorough knowledge of the campus, including its achievements, mission, vision, goals, objectives and infrastructure.

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- * Ability to gain thorough knowledge of the campus' products and services.
- * Superlative written communication skills.
- * Thorough knowledge of social marketing mediums
- * Thorough knowledge of communication principles, media, and marketing techniques.
- * Project management skills.
- * Strong interpersonal communication and political acumen skills.

Education/Training:

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

Salary & Benefits

This is an exempt, monthly paid position. Annual salary is commensurate with experience.

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

[url=https://apptrkr.com/get_redirect.php?id=1722528&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 two-year, full-time (40-hours per week), contract (temporary) position.

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 see:

[url=https://apptrkr.com/get_redirect.php?id=1722528&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=1722528&targetURL=http://policy.ucop.edu/doc/4000376/Nondis

To apply, visit

[url=https://apptrkr.com/1722528]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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