

**Marketing Project Manager (7555U) UNEX - 69486**  
**University of California, Berkeley**

Direct Link: <https://www.AcademicKeys.com/r?job=236649>

Downloaded On: Jun. 29, 2024 4:52pm

Posted May 28, 2024, set to expire Jun. 30, 2024

<b>Job Title</b>	Marketing Project Manager (7555U) UNEX - 69486
<b>Department</b>	Summer Sessions, Study Abroad, Lifelong Learning & University Extension
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	May 28, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	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](http://grow.berkeley.edu).

### **Departmental Overview**

Summer Sessions, Study Abroad, Lifelong Learning & University Extension (SSALLEX) is the extended education division of the University of California, Berkeley and an essential part of the University's mission to extend the research and scholarship of UC Berkeley to a global community. SSALLEX is a vibrant and dynamic organization that enables more than 60,000 visiting, UC and potential Cal students; parents, faculty, academic units, international business partners, and central campus service providers engage in campus activities. The department provides more than 2,000 summer courses, fall freshmen programs, study abroad experiences, global internships, and year-around programs or courses, lectures, special events and interest circles for older adults.

### **Application Review Date**

The First Review Date for this job is: 6/8/2024

### **Responsibilities**

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The Marketing Project Manager is a specialized leader with a high degree of knowledge in the overall field of Marketing and has recognized expertise in specific areas related to managing complex marketing projects for the marketing department and with cross-functional collaborators from inter and intra-departmental partners such as Academic areas, data and media. The Marketing Project Manager is responsible for the lead role in planning, executing, monitoring, controlling, and closing projects. They provide planning and oversight for all aspects of projects where marketing is a partner. The Marketing Project Manager defines project's goals, objectives, scope, and timeline. Working with stakeholders, they develop, modify, and provide input to project plans; and implement project plans to meet objectives. They have specific knowledge of advanced marketing practices and project management competencies specific to advanced marketing planning for projects with projected revenues starting at \$5M.

- Creates, develops, implements and manages comprehensive promotional sales strategies / plans, including short and long-range strategic planning. Defines the scope, objectives, budget, timeline, and deliverables of each marketing project. Monitors and manages the progress and quality of each project, identifies and resolves any issues or risks, and communicates updates and feedback to all parties involved.
- Leads projects related to marketing promotion including Google ads and search, related video and display assets, media demands for all programs. Third-party partnerships and their deliverables, the Voices Blog, Email Marketing campaigns and newsletters. Collateral for recruitment, including print media and supporting web presence.
- Supports ongoing marketing and management of the 6M Galloway gift, and related marketing to attract more like gifts to the SSALLEX organization. The annual Berkeley Big Give Campaign resources, collateral, scholarship promotion and donor management.
- Creates, develops, implements and evaluates strategic marketing programs, projects, and campaigns, including marketing, advertising, and sales promotion materials to implement marketing strategies and sales objectives. Provides advanced marketing expertise on the tools, channels, and strategies utilized to achieve goals.
- Conducts competitive analysis of the market for existing and new products for SSALLEX, and the multi-stakeholder creation and implementation of the scorecard for all partnerships with university schools and departments.
- Applies advanced marketing skills and experience to facilitate and manage comprehensive marketing strategies / plans, including short and long-range strategic planning.
- Develops customized strategies for each project plan, promotion and advertising plan to ensure successful delivery on time and in budget
- Responsible for the redesign and rebuild of the UNEX website, Study Abroad and Summer Sessions websites. Ongoing project management for Evergreen project plan to maintain and improve website performance and accuracy over time in partnership with Academic stakeholders.

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- Project Manager will be responsible for supporting and facilitating inter and intra-departmental workgroups focused on specific issues and projects, maintaining Project Management documentation that furthers collaboration and accountability for the data and marketing teams and across SSALLEX departments, and supporting and contributing to strategic work to support the university's goals and mission
- Consults with product managers and advertising agencies to develop and implement promotional plans and recommends sales philosophy, potential approaches, and media strategies.
- In support of Summer Sessions, Study Abroad, Extension and operational departments, the creation and implementation of the Data Warehouse, and the Segment software tool implementation and ongoing management.
- Ensures that each project is aligned with the overall marketing strategy and meets the expectations and goals of the organization and the target audience. Performs after-action reviews with stakeholders and records findings to apply to future projects to promote a culture of learning and growth.

### Required Qualifications

- Advanced knowledge of project management tools, such as Asana, to track and manage tasks, deadlines, resources, and budgets.
- Advanced knowledge of the campus and/or medical center, including its achievements, mission, goals, vision, objectives and infrastructure.
- Advanced knowledge of marketing principles, concepts, techniques, and applications relevant to the field of promotion, advertising, email marketing, third-party advertising tools, and online sales.
- Advanced knowledge of Google Analytics, Salesforce, and email marketing tools to measure and optimize the performance of marketing campaigns.
- Advanced written, visual, interpersonal communication and political acumen skills.
- Advanced analytical and research skills.
- Advanced knowledge of applicable campus policies and state and federal laws pertaining to marketing and advertising issues and concerns and other related policies or laws.

### Education and Training

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

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### Preferred Qualifications

- Project management certificate or commensurate experience/training.

### Salary & Benefits

- This is a 100% Career position with full benefits.
- Exempt and paid monthly.
- This is not a visa opportunity.

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 \$95,300 - \$130,000 annually.

### How to Apply

To apply, please submit your resume and cover letter.

### 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](#)

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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

University of California, Berkeley

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