

Critical Communications Manager (5885U) - Student  
Affairs Communications 70170  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=237344>

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Posted Jun. 11, 2024, set to expire Jun. 30, 2024

<b>Job Title</b>	Critical Communications Manager (5885U) - Student Affairs Communications 70170
<b>Department</b>	
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	Jun. 11, 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>	Communications/Public Relations
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**Job Description**

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**Critical Communications Manager (5885U) - Student Affairs Communications 70170**

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

Student Affairs Communications. Student Affairs Communications (SA Comms) is a team of strategists, writers, designers, digital experts, web developers, social media specialists, and marketers, who partner with the units in the Division of Student Affairs to provide communications support that helps students thrive in their academic journey and beyond.

#### Application Review Date

The First Review Date for this job is: June 24, 2024

#### Responsibilities

This position is part of a team responsible for the design and implementation of communications for Student Affairs' initiatives that serve the entire UC Berkeley campus. This team works collaboratively with central campus offices (Public Affairs, University Relations), respective functional owners called "partners" from a variety of departments (Undergraduate Admissions, Financial Aid, Registrar, Dean of

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Students, Residential and Student Service Programs including Housing and Dining), and partner offices (academic units, Administration and Finance) to successfully launch and sustain Student Affairs communications initiatives.

This position in the Communications Office of the Division of Student Affairs is responsible for co-managing crisis and strategic communications and processes within the Division involving sensitive and timely issues, breaking news, and internal communications. This position reports to, and works alongside, the Assistant Director of Media Relations and Critical Communications position (which oversees critical communications Divisional needs). This position will assist in the development and implementation of crisis communications protocols for the broad and complex group of Student Affairs programs and services, including the Office of the Registrar, Dean of Students (which includes the Center for Student Conduct, Fraternity & Sorority Life, and Residential Life), the Career Center and Residential and Student Service Programs (which includes Housing and Dining). This position will also provide internal crisis communications support for the division.

- With support from the Assistant Director of Media Relations and Critical Communications, and in consultation with Public Affairs, develops and implements crisis communication plans, protocols and processes for the Division while maintaining strict confidentiality.
- Drafts external (public-facing) materials such as emails, fact sheets, talking points, press releases and holding statements, as well as divisional internal communications.
- Serves as a spokesperson for Student Affairs with media and co-manages messages and information to internal and public audiences with the Assistant Director of Media Relations and Critical Communications. Also provides advice and consultation as requested/required on appropriate methods for dealing with the media.
- Serves as a liaison between Student Affairs Communications and all of the divisional Student Affairs offices (such as, but not limited to, Housing, Dining, Facilities, the Dean of Students Office, Financial Aid and Scholarships, and the Student Union), ensuring their critical communications needs are met.
- Serves as liaison in crisis communications between Student Affairs Communications and related departments on campus including Public Affairs/Media Relations, UC Police Department, Environmental Health and Safety, and Legal Counsel.
- Uses "client service" skills to accommodate changing dates, priorities, and styles.
- Functions with a high degree of autonomy.
- Other duties as assigned

Required Qualifications

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- Advanced knowledge of principles, practices, concepts, and technical requirements in news, media communications and media relations.
- Advanced experience handling critical media communications efforts around topics such as health and safety, lawsuits, investigations, etc.
- Experience as organizational spokesperson and/or experience as a journalist, reporter, producer or equivalent experience/training.
- Experience managing crisis communications.
- Thorough knowledge of the fundamentals of writing, grammar, syntax, AP Style, and punctuation.
- Ability to gain advanced knowledge of the campus, its achievements, mission, vision, goals, objectives, programs, policies and infrastructure, and knowledge of issues in higher education as well as current campus concerns and issues.
- Significant experience drafting crisis-related materials, including holding statements, talking points, media alerts, and press releases.
- Advanced verbal, written and interpersonal communication skills.
- Advanced project management, time management, multitasking, organizational and problem recognition, avoidance and resolution skills. Advanced skill in meeting deadlines.
- Skill to maintain confidentiality.
- The ability to work nights and weekends, as-needed.

#### Preferred Qualifications

- Advanced judgment, analytical and decision-making skills and advanced political acumen.
- Professional work ethic and the ability to work independently and as part of a team.
- Demonstrated relationships with local and/or national media.
- Bachelor's or master's degree in journalism, English, communications, public relations, or related area.

#### 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,

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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 \$96,000 - \$125,000

- This is a 100% full-time (40 hours per week), one year contract position that is eligible for full UC benefits.
- This position is exempt and paid monthly.
- This is a remote-friendly position, eligible for 100% remote capability

#### How to Apply

To apply, please submit your resume and cover letter.

#### 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](#).



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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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