

Assistant Director, Athletic Communications -  
Intercollegiate Athletics (7462U) 70568  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=238476>

Downloaded On: Aug. 10, 2024 7:21am

Posted Jul. 2, 2024, set to expire Oct. 30, 2024

<b>Job Title</b>	Assistant Director, Athletic Communications - Intercollegiate Athletics (7462U) 70568
<b>Department</b>	Intercollegiate Athletics
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	Jul. 2, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Associate/Assistant Director
<b>Academic Field(s)</b>	Communications/Public Relations Athletics and Recreation Services
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**Job Description**

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**Assistant Director, Athletic Communications - Intercollegiate Athletics (7462U) 70568**

**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.



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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 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**

The Department of Intercollegiate Athletics consists of more than 275 staff members and coaches and sponsors 30 varsity sports programs. These 30 programs include more than 850 student-athletes who participate in the various sports programs annually within the National Collegiate Athletics Association (NCAA). We are currently seeking an Assistant Director, Athletics Communications.

### **Application Review Date**

The First Review Date for this job is: July 17, 2024

### **Responsibilities**

The Cal Department of Intercollegiate Athletics is seeking to fill an Athletic Communications position with a highly motivated and team-oriented individual who will oversee publicity efforts for softball, men's

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swimming & diving and field hockey, as well as other duties as assigned. Successful candidates must have the ability to be strong storytellers and produce quality communications content, including feature stories and news releases, for a variety of audiences and platforms (print, web, social media, video) consistent with department and university mission and goals. Persons in these positions will also develop and implement annual media plans; manage sport-specific social media accounts; arrange and conduct interviews; develop and maintain strong working relationships with local and national media; maintain and compile records and statistics; act as team historian; facilitate requests from media, such as for news stories, features and live broadcasts; and handle other duties as assigned.

- Providing day-to-day operational support in the Cal Athletics Communications office.
- Responsible for specific programs/teams, as assigned.
- Develop and implement media and social media plans for assigned teams, working in coordination with coaches and team support staff, as well as applicable units within Cal Athletics.
- Provide media support, guidance and training for coaches and student-athletes.
- Produce feature stories on student-athletes for CalBears.com, the Cal Sports Quarterly magazine, and other media.
- Manage team-specific social media, including Twitter, Facebook and Instagram.
- Write game recaps and other news releases for assigned teams.
- Help produce video and graphics content featuring Cal coaches and student-athletes.
- Support live media broadcasts.
- Assist with publication of information guides and game programs.
- Staff and provide gameday coverage for sports as needed throughout the year.
- Maintain and research historical records.
- Coordinate and manage media interviews as assigned.

### Required Qualifications

- Bachelor's degree in journalism, communications, or related field and/or equivalent years experience/training.
- Previous experience in athletic communications/media relations (preferably at the Division I level and in a Power 5 conference).
- Strong verbal and written communication skills.
- Ability to work in a flexible, fast-paced and dynamic work environment.
- Familiarity with appropriate software (Microsoft Word, Adobe Creative Suite, NCAA statistics software, etc.).
- Understanding of the strategic use of social media related to promoting teams and Intercollegiate Athletics.
- Working knowledge of concepts and principles of news, media communications, and media

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relations.

- Previous experience using Facebook, Twitter, and Instagram to provide social media coverage for an athletics team.
- Must be flexible to travel with assigned teams as required and work non-traditional hours.
- Must maintain current knowledge of applicable rules and standards of the ACC, the National Collegiate Athletic Association (NCAA), as well as other associations and agencies to which the Berkeley campus of the University of California adheres, and, at all times avoid any and all violations of these rules and standards.

### Preferred Qualifications

- Minimum of three years previous experience working in athletic media relations office.
- Working knowledge of the campus and Intercollegiate Athletics, including achievements, mission, vision, goals, objectives, programs and infrastructure.

### 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.

The budgeted salary range that the University reasonably expects to pay for this position is \$77,600 - \$84,000.

- This is a 100% full-time (40 hours per week), career position that is eligible for full UC benefits.
- This position is exempt and paid monthly.



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## How to Apply

To apply, please submit your resume and cover letter.

## Referral Source Info

This job is part of the Employee Referral Program. If a UC Berkeley employee is referring you, please ensure you select the **Referral Source** of "*UCB Employee*". Then enter the employee's **Name** and **Berkeley email** address in the **Specific Referral Source** field. Please enter only one name and email.

## 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/psc/ucb/EMPLOYEE/HRMS/c/HRS\\_HRAM\\_FL.HRS.CG\\_S](https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS.CG_S)



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**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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