

Communications Program Manager (7477U), College of
Natural Resources - Dean's Office - 70639
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=238478>

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

Job Title	Communications Program Manager (7477U), College of Natural Resources - Dean's Office - 70639
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Jul. 2, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager Professional Staff
Academic Field(s)	Communications/Public Relations
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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.

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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.

Departmental Overview

The Berkeley Food Institute (BFI) strives to transform food systems to expand access to healthy, affordable food and promote sustainable and equitable food production. We empower new leaders with the capacity to cultivate diverse, just, resilient, and healthy food systems.

BFI connects eight academic units: College of Natural Resources, Graduate School of Journalism, Goldman School of Public Policy, School of Public Health, College of Environmental Design, Haas School of Business, Berkeley Law, and the College of Letters and Sciences, Division of Social Sciences. These academic units on the campus have partnered to create an interdisciplinary institute serving both UC Berkeley students and the general public. We run programs in food systems education and public interest policy, and sponsor and perform rigorous scientific and community-based research. We partner with farms, nonprofit organizations, government agencies, food and agriculture businesses, other universities and advocacy organizations to understand our changing food system

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and provide data and evidence-based storytelling in four mission areas: urban and rural agroecology, good food access, fair and healthy jobs, and racial equity in the food system.

Position Summary

Experienced professional who knows how to apply theory and put it into practice with an in-depth understanding of food, agriculture, and related science communications; independently performs the full range of responsibilities within the function; possesses broad job knowledge; analyzes problems/issues of diverse scope and determines solutions.

Application Review Date

The First Review Date for this job is: 07/17/2024. For full consideration please apply by 08/12/2024, this position is open until filled.

Responsibilities

- Works with the BFI Executive Director, staff, affiliated faculty and consultants to create, develop, and implement long and short-term strategic communications plans and/or projects.
- These responsibilities include developing and maintaining the BFI website, e- newsletters, event calendar, social media presence, and print and video content related to research, events, fundraising, and other BFI programs.
- Produces articles, press releases, profiles, briefings, blogs, collateral and/or other written material using subject matter expertise.
- Leads the coordination of the design and layout of a broad range of publication materials, as well as the management of production delivery.
- Provides editorial review, research assistance, and other support for publication development efforts.
- Manages comprehensive communications programs, including written, visual, digital, and electronic communications.
- Manages student assistants.
- Acts as a liaison with reporters, managing communications with relevant journalists at the local, state and national levels.
- Advises and consults with the BFI Executive Director regarding all aspects of communications including developing strong communications strategies that effectively deliver the desired message, policy interpretation, and problem resolution.
- As needed, coordinate communications work with our affiliated academic units.
- Ensures production of high-quality products that effectively deliver the desired message within

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budget and time constraints, including print, website and other digital communications.

- Identifies specific communications needs and develops the content and process for organizational improvements.

Required Qualifications

- Knowledge of all aspects of communications, including strategic planning for short- and long-term communications projects, technical aspects and requirements of communications tools, and most appropriate and effective applications.
- Knowledge and understanding of digital and print communications to effectively direct consultants and students, or personally perform technical work, including design concepts, various media, and applications.
- Knowledge of and/or can quickly learn the Berkeley Food Institute, its achievements, mission, vision, focus areas, policies.
- Knowledge of food and farm systems and related equity and sustainability issues.
- Solid research and writing skills to create, develop, and implement comprehensive communications materials.
- Knowledge and skills to advise and consult with management to ensure delivery of the desired message to the target and/or broad general audiences.
- Solid written, verbal, interpersonal communications, active listening and political acumen skills.
- Knowledge of location protocols and channels for communication internally and externally.
- Bachelor's degree in related area and/or equivalent experience/training.

Salary & Benefits

This is a 1yr, full-time (40 hours/week), contract appointment, eligible for UC benefits with the possibility of extension with continued funding. This is a monthly paid, exempt position.

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

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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 \$77,600.00 - \$93,300.00.

How to Apply

- To apply, please submit your resume and cover letter.

Other Information

- This is not a visa opportunity.

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 https://apptkr.com/get_redirect.php?id=5371983&targetURL=U.S. Equal Employment Opportunity Commission poster.

The [University of California's Affirmative action policy](#).

The [University of California's Anti-Discrimination policy](#).

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To apply, visit

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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