

Digital Communications Specialist (7455U) 69530
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=238844>

Downloaded On: Aug. 10, 2024 11:19am

Posted Jul. 29, 2024, set to expire Nov. 4, 2024

Job Title	Digital Communications Specialist (7455U) 69530
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Jul. 29, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Information Technology Graphic Design/Marketing 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

Berkeley Social Welfare is one of the nation's leading social work graduate programs. As part of the world's top ranked public university, the School of Social Welfare is producing new knowledge for the common good and training the next generation of social work thought leaders dedicated to serving society's most vulnerable members. Known for combining rigorous scholarship with outstanding education, the School of Social Welfare offers MSW and PhD programs as well as an undergraduate major. Since 1944, the School has prepared nearly 12,000 social work professionals for leadership positions in the public and nonprofit human service sectors. Berkeley Social Welfare graduates are dedicated to meeting the growing needs of marginalized, underserved and other vulnerable populations.

Application Review Date

The First Review Date for this job is: June 11, 2024

Responsibilities

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Website optimization and management

- Produce design and layout for the School of Social Welfare website, as well as information architecture; update content including layout to meet audience needs and intended objectives, work with clients and the team on the functionality and design of websites applying user experience practices to meet goals and needs, provide accessibility guidance
- Meet and consult with faculty and staff on a variety of digital communications projects, including moderately complex assignments; develop, present, and recommend web content, site architecture and visual material
- Accountable for ensuring technical accuracy and understandability of web content
- Maintains currency with emerging and state-of-the-art technical and other web-related equipment, requirements and developments (for example, accessibility issues) and recommends and as directed, takes action to ensure compliance
- Execute digital marketing tactics related to fulfilling advancement, alumni engagement, and admissions goals (e.g., adding landing pages or pop-ups, promoting admissions events)
- Monitor and report website metrics, make and execute recommendations for improvements
- Stays updated with emerging and state-of-the-art technical and other web-related equipment requirements and developments to ensure compliance.
- Improves pages and navigation menus on socialwelfare.berkeley.edu for user experience and search engine optimization

Email communications mapping

- Develop, automate, and refine email journeys for donors, prospective/admitted students, alumni, and event attendees

Digital advertising

- Manage and optimize performance of digital ads, including Google Ads and social media
- Leverage SEO to promote the School of Social Welfare, making recommendations for site content
- Research, analyze and evaluate marketing efforts for effectiveness

Social media monitoring

- Work with Communications Specialist and Graphic Designer to optimize social media posts to drive engagement, monitoring social media performance as part of a larger digital

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communications dashboard

- Develop dashboards for monitoring social media content performance; make recommendations for improvements

Required Qualifications

- Thorough knowledge of the fundamentals of design and user experience, including skill to design in an appealing, lively and relevant way.
- Thorough understanding of technical language and requirements of the assigned work.
- Thorough knowledge of content management systems and / or relevant web applications used for web production and organization-specific computer application programs.
- Thorough skills to create clear, easy-to-navigate, informative, accurate, well-designed, and functional web sites that provide web content consistent with the organization's message and in keeping with management directives and client objectives.
- Thorough understanding of organization's processes, procedures, and applicable rules and regulations for web communications.
- Thorough technical skills in computer applications for web production, image handling, publishing and design, illustration, presentation preparation, animation, web interaction, and / or other state-of-the-art web communication capabilities.
- Thorough interpersonal communication skills.
- Thorough skills to develop and implement original ideas and correctly identify and effectively solve problems.
- Bachelor's degree in related area and / or equivalent experience / training

Salary & Benefits

This is a full-time, one-year contract position (extension is possible with continued funding).

This position is eligible for full UC 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

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experience.

The full campus salary range is \$77,600.00 - \$140,400.00. The budgeted salary range that the University reasonably expects to pay for this position is \$80,000-\$95,000.

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](#).

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

Contact Information



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Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

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