

Writer / Media Relations Specialist - Public Affairs (5885U)
69909
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=238882>

Downloaded On: Aug. 10, 2024 11:21am

Posted Jul. 31, 2024, set to expire Nov. 4, 2024

Job Title	Writer / Media Relations Specialist - Public Affairs (5885U) 69909
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Jul. 31, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	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

UC Berkeley's Office of Communications and Public Affairs leads communications for the most elite public higher education institution in the world, conveying the quality, diversity, vitality, preeminence and dedication to service of UC Berkeley. We tell the Berkeley story to inspire audiences and elevate the image of the university.

Our mission is to promote the University's excellence in teaching, research and public service. We provide leadership and services in five integrated functions: News and media relations, executive communications, critical communications, marketing and social media.

Application Review Date

The First Review Date for this job is: June 18, 2024

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Responsibilities

This Writer/Media Relations Specialist will raise campus visibility through writing and media relations work emphasizing and promoting scholars and scholarship in ethnic studies, history, African American studies, Latinx/Chicanx studies, gender and women's studies, housing and other topics.

The specialist will have a knack for pitching original ideas for Berkeley News, the campus news website visited by an average of 350,000 visitors worldwide each month. They will independently manage the reporting and writing process to produce engaging and powerful content suited for a variety of digital audiences. They will report on research and initiatives by faculty members, campus schools and departments, and react to issues in the news.

In working with local, regional and national media, the specialist will use a thorough and up-to-date understanding of the media landscape and media relations best practices to position Berkeley as a dynamic and relevant research institution and promote its faculty and staff as topical experts. To succeed, the specialist must build networks of campus scholars and external journalists.

The specialist must have a strong ability to navigate and communicate complex issues related to race, ethnicity, gender, ability and other intersectional topics. The media relations writer must also demonstrate fluency in using metrics and analytics to measure success and optimize their work.

In addition to uplifting experts' scholarship and reacting to news events, the media relations writer will contribute to larger editorial projects with a team of writers, copy editors, graphic designers, podcasters, videographers, strategic communicators and social media professionals. Projects may include explaining a world-changing research breakthrough, announcing major awards like the Nobel Prize, introducing a major campus priority or telling compelling stories about students, staff and faculty. On occasion, weekend and evening hours may be required.

This hybrid role will report to the executive director of news and media relations.

Key Responsibilities

Media Relations Campaigns and Content Development

- Lead the development of strategic media and communications campaigns on trending news issues in assigned areas. Create and deliver various elements of these plans.
- Provide well-written, researched, clear, and vetted communications on topics such as history, ethnic studies, and housing.

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- Develop content to showcase the scholarship and expertise of the university's faculty, staff, and students, raising the visibility of the university's excellence.
- Prepare faculty for media interviews.
- Identify news that the media, campus community, and public will find useful and compelling.
- Translate complex concepts into stories that the public and campus community can understand.
- Proactively interact with the media to build relationships.

Media and Content Research

- Understand topical issues deeply and know how Berkeley's scholars can discuss them, especially faculty with backgrounds not traditionally represented in academia or the media.
- Stay ahead of current events, identify top stories where Berkeley can add expertise, and anticipate the media's needs and interests.
- Find on-campus experts for interviews, offering a balance of perspectives and backgrounds.
- Collaborate with communicators in schools and colleges across campus to identify upcoming stories of media interest.
- Track the success of stories and media placements.

Media relations leadership

- Provide subject matter consultation to campus units and communications colleagues who look to Public Affairs for guidance and advice on media relations best practices

Professional Development

- Maintain currency with emerging news, media relations and communications trends, requirements and developments (for example, the rise of subscription newsletters)

Required Qualifications

- Superior written and verbal communication skills with a drive for editorial quality control, accuracy and excellence.
- Ability to write clear, lively and engaging copy in various styles appropriate for target audiences and the general public.

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- Demonstrated experience as a journalist, media relations/public affairs specialist or professional writer/editor.
- Exceptional collaboration skills to partner effectively with colleagues in the department and with those in key schools, colleges, departments and units across campus.
- Strong interpersonal communication skills, including political acumen and the ability to troubleshoot and apply proactive and positive solutions.
- Ability to navigate and communicate complex issues related to race, ethnicity, gender, ability and other intersectional topics.
- Strong skills in developing and implementing original ideas and correctly identifying and resolving problems.
- Ability to work effectively and independently in a fast-paced editorial setting, under tight deadlines and with competing priorities.
- Ability to use metrics and analytics to accomplish goals.
- Bachelor's degree in related area and/or equivalent experience/training.

Preferred Qualifications

- Knowledge of the higher education environment, including its issues, audiences and unique challenges.
- Written and verbal proficiency in a language other than English.

Salary & Benefits

This is a 100% full-time (40 hrs a week) exempt career position, which is paid monthly and 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



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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 that the University reasonably expects to pay for this position is \$95,300.00 - \$104,000.00.

How to Apply

To apply, please submit your resume and cover letter.

Other Information

This is a hybrid position, with up to 50% remote work eligibility.

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.

For the complete University of California nondiscrimination and affirmative action policy, please see the University of California [Discrimination, Harassment, and Affirmative Action in the Workplace](#)

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To apply, visit

https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS_CG_S

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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