

Director of Marketing Communications & Strategic
Operations (7399U), Haas School of Business - 7106
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=242524>

Downloaded On: Aug. 10, 2024 1:20pm

Posted Aug. 2, 2024, set to expire Nov. 28, 2024

Job Title	Director of Marketing Communications & Strategic Operations (7399U), Haas School of Business - 7106
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Aug. 2, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
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Job Description

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Director of Marketing Communications & Strategic Operations (7399U), Haas School of Business - 7106

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 Haas School of Business offers a unique opportunity to champion new ideas, collaborate across boundaries, and continually learn in a workplace committed to increasing diversity and creating a welcoming environment for all. Our distinctive culture is captured within our four [Defining Leadership Principles](#): **Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself**. These principles distinguish Berkeley Haas as a unique environment, conducive to teamwork, collaboration, and career growth.

For more information about the Haas School of Business visit: <https://haas.berkeley.edu/about/>

The Haas School of Business embraces flexible working arrangements for its employees. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs, and are subject to change.

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Application Review Date

The First Review Date for this job is: 08/08/2024.

Responsibilities

This role serves as a key member of the MBA Career Management Group (CMG), overseeing marketing communications, technology, and data infrastructure for the organization. As the general operations lead for CMG, this Director role coordinates communication internally and externally, oversees employment data collection and analysis, evaluates and manages technology platforms, develops processes for greater efficiencies, maintains physical and online footprint, and gathers competitive information across schools through industry engagement and participation.

- Develops and coordinates marketing communications, including all internal and external communications to students and employers. These include newsletters, websites, Slack, social media, and emails.
- Leads efforts to conduct highly complex analyses of employment outcomes as an expert in Career Management and industry guidelines/standards.
- Leads a team of analytical, research and administrative staff.
- Collaborates with partners across the school including marcom, alumni relations, program offices, Dean's office/senior management and IT, to coordinate the development, implementation and monitoring of new programs and processes.
- Develops and advocates solutions to operational program issues, including developing and administering new systems, policies, processes, or programs.
- Develops proposals and recommendations to guide and support a broader strategic direction for the organizational unit, particularly in the areas of marketing, technology and data analytics.
- Proposes, leads and/or participates on strategy and planning committees and working groups.
- Researches and summarizes best practices in field.

Professional Learning and Growth

- Embraces the principle of being a "student always" by engaging in opportunities for training, workshops, seminars, continuing education pertinent to the position, or at the suggestion of the supervisor.
- Actively contributes to a team environment that fosters and promotes a culture of diversity, equity, inclusion, and belonging (DEIB) within the unit and at Haas.
- Engages in ongoing education to promote diversity, equity, inclusion & belonging by completing

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University sponsored certifications & training sessions (Ie: MEP Workshop, Implicit Bias Certification, LinkedIn Learning workshops, and other workshops & seminars offered by the University or Haas, as they are made available) or by engaging in external seminars & resources related to DEIB.

- Exemplifies Haas' four Defining Leadership Principles: (1) Question the status quo; (2) Confidence without attitude; (3) Students always; and (4) Beyond yourself.

Required Qualifications

- Advanced knowledge of and/or can quickly learn common organizational and career-related computer application programs.
- Strong communication and interpersonal skills to communicate effectively with students and all levels of staff to influence, both verbally and in writing.
- Ability to use discretion and maintain all confidentiality.
- Advanced project management skills.
- Ability to multi-task with demanding timeframes.
- Advanced knowledge of applicable policy analysis techniques.
- Advanced analytical/problem-solving skills.
- Through understanding of marketing communications strategies, including social media, and ability to create and share content in a variety of marketing channels
- Excellent interpersonal skills, demonstrating a desire to promote diversity, equity, inclusion and belonging to establish and maintain positive & professional working relationships with colleagues, students and team members.
- Exemplifies Haas' four Defining Leadership Principles: (1) Question the status quo; (2) Confidence without attitude; (3) Students always; and (4) Beyond yourself.
- Demonstrates an understanding of and commitment to diversity, equity, inclusion, and belonging in a business, organization or public university setting.

Education/Training:

- Bachelor's degree in related area and/or equivalent experience/training.

Preferred Qualifications

- Thorough knowledge of organizational or initiative processes, protocols and procedures.
- Strong understanding and mastery of data reporting standards required by the MBACSEA.

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Salary & Benefits

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

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$88,900.00 - \$126,400.00.

How to Apply

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

Other Information

- This is not a visa opportunity.

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.



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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

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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