

**Social Media Specialist (7461U) - Student Affairs
Communications 71221
University of California, Berkeley**

Direct Link: <https://www.AcademicKeys.com/r?job=242530>

Downloaded On: Aug. 10, 2024 11:26am

Posted Aug. 1, 2024, set to expire Nov. 28, 2024

Job Title	Social Media Specialist (7461U) - Student Affairs Communications 71221
Department	Student Affairs
Institution	University of California, Berkeley Berkeley, California
Date Posted	Aug. 1, 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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Social Media Specialist (7461U) - Student Affairs Communications 71221

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

This position is part of a team responsible for the design and implementation of communications for Student Affairs' initiatives that serve the entire UC Berkeley campus. This team works collaboratively with central campus offices (Public Affairs, University Relations), respective functional owners from a variety of departments (Undergraduate Admissions, Financial Aid, Registrar, Dean of Students, Residential and Student Service Programs including house and dining and hospitality), and partner offices (academic units, Administration and Finance) to successfully launch and sustain Student Affairs communications initiatives.

Application Review Date

The First Review Date for this job is: August 8, 2024

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Responsibilities

- Work with the Social Media Strategist, student interns and broader Student Affairs Communications team to produce and publish engaging multimedia content - photo, graphic and video (short/long-form) - to enhance UC Berkeley Students Affairs' social media/digital presence and campaigns and increase engagement among key audiences (e.g. students, gen-z, etc).
- Conceptualize and execute engaging content for Student Affairs social media accounts ([@UCBerkeleyLife](#) on Instagram, [@UCBerkeley](#) on Tiktok) and platforms (e.g. YouTube, Facebook, Discord and other emerging social media platforms) in alignment with the public relations and marketing strategic plans, and the university's brand and mission.
- Coordinate with campus contacts, conduct interviews, develop scripts/content, attend campus events/activities to collect photo/video content & post-process video/photo content.
- Contribute to a robust content calendar.
- Support Social Media Strategist in leading the student social media team - including assigning & monitoring tasks/projects, providing content feedback & technical video/photo/editing guidance, reviewing/editing scripts and assisting with post-processing/production.
- Use native and third-party social media monitoring tools to evaluate content performance against the divisional/campus social media content and public relations and marketing strategies, as well as industry best-practices. Create key metric reports. Adjust tactics and provide recommendations to students and Social Media Strategist based on these evaluations.
- Maintain department professional video/photography equipment (e.g. DSLRs, lenses, lighting, sound/mics, etc.). Provide technical guidance (e.g. 1:1, workshop) on the use/application of equipment.
- Collaborate with Student Affairs partners to identify specific communications needs and work with team members (students, designers, writers, web developers) as needed to complete tasks.
- Develop successful relationships with faculty, students, staff, administrators and alumni to execute social media, multimedia and additional communications content.
- Stay abreast of emerging social media, gen-z and pop culture trends, along with photo/video techniques, technologies and editing styles. Evaluate potential for application to divisional communications and make recommendations when appropriate.
- Assist with critical communications by monitoring social media channels and/or sharing/reposting prepared posts, as needed, while maintaining strict confidentiality.

Required Qualifications

- 2-3 years professional work experience in a marketing, communications, or related office, performing social media and other multimedia content creation. Experience with multimedia

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content creation for social media and digital platforms.

- Ability to come to UC Berkeley campus periodically (approximately 75% remote / 25% in-person) to capture content, film/photograph events & activities, attend meetings and perform other duties as needed.
- Demonstrated knowledge of various social media (i.e. TikTok, Instagram, YouTube, Facebook, Discord, Snapchat, etc.) and experience creating engaging content for a student/gen-z audience. Experience contributing or managing social media accounts on behalf of an organization or business.
- Demonstrated knowledge of and experience with Adobe Creative Suite including Premier Pro, Photoshop, Illustrator, InDesign, and other design/content production platforms such as Canva and CapCut. Demonstrated technical knowledge of and experience with photography and videography principles, editing techniques and equipment (e.g. DSLRs, lenses, lighting, sound/mics, etc).
- Knowledge of the fundamentals of writing, grammar and syntax, with a focus on best practices of writing for social media platforms. Ability to adapt writing style/tone for a diverse student/gen-z audience.
- Strong written, verbal, interpersonal communication skills. Ability to engage, work and collaborate with students, staff, faculty, administrators and affiliates from diverse backgrounds and communities - particularly those in underrepresented communities.
- Strong organizational, analytical, critical thinking and time management skills; ability to multi-task, work independently under supervision, and adapt to office needs. Strong attention to detail.
- Skill to maintain confidentiality.
- Bachelor's degree in related area and/or equivalent experience/training + 2-3 years of professional experience.

Preferred Qualifications

- Knowledge of other animation tools such as After Effects, Animate or Procreate.
- Experience in/working knowledge of UC Berkeley campus (e.g. achievements, mission, vision, goals, objectives, programs and infrastructure) or a similar higher-education institution.
- Experience leading an intern or student social media/creative team.
- Ability to converse and produce content with Spanish-speaking students, staff, faculty, and administrators.

Salary & Benefits

For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

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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 hourly range that the University reasonably expects to pay for this position is \$31.94 - \$36.40

- This is a 100% full-time (40 hours per week), career position that is eligible for full UC benefits.
- This position is non-exempt and paid bi-weekly.
- This is a remote-friendly position, eligible for 75% remote capability.

How to Apply

To apply, please submit your resume and cover letter.

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



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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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