

Communications Specialist (7477U) 71468
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=242718>

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Posted Aug. 5, 2024, set to expire Dec. 1, 2024

Job Title	Communications Specialist (7477U) 71468
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Aug. 5, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Classified 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.

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

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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

Social Science Matrix is a UC Berkeley institute for social science research. Our purpose is captured in our name: we provide an organizational framework, a "matrix" that supports cross-disciplinary projects pursued by more than 500 social scientists across the Berkeley campus research landscape and beyond.

With Matrix as a catalyst, UC Berkeley social scientists have unique potential to generate effective solutions to global challenges like mobility, behavior change, social resilience, and governance.

This position will support the Berkeley Economy and Society Initiative (BESI). BESI is a recently created research center within Matrix that champions multidisciplinary research on inequalities of resources and power that impede social progress and identifies potential solutions to those problems.

Application Review Date

The First Review Date for this job is August 16, 2024.

Responsibilities

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Website and electronic communications management:

- Spearheads development and maintenance of BESI's online presence, focusing on a complex, integrated website and constituent content.
- Ensures production of high-quality web and electronic communications that effectively deliver the desired message within budget and time constraints.
- Produces targeted, strategically informed social media content and publicity, often leveraging decanal and university resources in addition to those maintained by the department.
- Oversees the design and layout of materials on the BESI website and works with BESI leads to update visual/interactive packaging and content as needed.
- Stays current with emerging and state-of-the-art technical and other web- related equipment, requirements, and developments (for example, accessibility issues) and recommends or implements actions.
- Works with contractors to make significant changes to the BESI website.

Content creation:

- Assesses complex scholarship and policy-researcher dialogue and devises the best methods to enhance its clarity and impact.
- Conducts interviews and writes or collaborates on feature items regarding initiatives and projects undertaken by BESI faculty and students.
- Establishes and maintains an environment of robust confidentiality in the process of conducting interviews and researching/producing curated content.

Strategic planning and management:

- Manages a moderately complex comprehensive communications program, including online, print, visual, and electronic communications.
- Works with the director, associate directors, and program leads to develop an institutional identity that represents BESI's vision and mission to key stakeholders and audiences.
- Co-creates and implements long- and short-term communications plans for BESI and its programs, including priorities, goals, measures of success, action items, timetables, and resources.
- Identifies specific communications needs and develops the content and process for organizational improvements.
- Creates, develops, and implements integrated communications to ensure optimized participation

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from internal and external constituents.

- Manages BESI's online and social media presence.

AV oversight and production:

- Working with BESI associate directors and the Matrix communications director, oversees the functioning and maintenance of facility-specific AV equipment.
- Ensures high-quality products that deliver the desired content within budget and time constraints.
- Captures video, photographic, and audio content as appropriate; uploads content to relevant BESI channels.
- Ensures video and audio productions are inclusive and ADA compliant.

Faculty coordination:

- Cultivates effective working relationships with faculty, program leads, and other personnel as sources for BESI news and publicity.
- Advises and consults with center leadership regarding communication strategies that effectively deliver the desired message, policy interpretation, and problem resolution.
- Meets with involved faculty and staff to plan messaging and delivery for specific goals, publications, and events.
- Attends various meetings with campus administrators, communications, and IT professionals related to areas of expertise.

External relations:

- Fields and reroutes media requests.
- Coordinates and maintains contacts with internal/external partners.
- Monitors and evaluates effectiveness of dissemination of news and digital content.

Required Qualifications

- Knowledge of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.
- Knowledge and understanding of technical applications to effectively direct technical staff, or personally perform technical work, including design concepts, various media, and applications.

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- Knowledge of the organization, its achievements, mission, vision, goals, policies, practices, infrastructure, and a strong knowledge of current affairs, and issues in higher education and / or social sciences.
- Solid skills to create, develop, and implement comprehensive long and short term strategic communications plans.
- 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 1-year, part-time (20 hours per week) contract position with the possibility for extension.

This position is eligible for the full range of 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 range (full-time rates) that the University reasonably expects to pay for this position is \$80,400.00 - \$112,900.00 (additional info: [FLSA Determination](#)).

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

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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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