

Communications and Marketing Specialist, Clinics  
Program (7477U), Berkeley Law - 72379  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=244209>

Downloaded On: Sep. 13, 2024 6:22pm

Posted Sep. 3, 2024, set to expire Dec. 30, 2024

<b>Job Title</b>	Communications and Marketing Specialist, Clinics Program (7477U), Berkeley Law - 72379
<b>Department</b>	
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	Sep. 3, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	Graphic Design/Marketing Communications/Public Relations
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**Job Description**

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**Communications and Marketing Specialist, Clinics Program (7477U), Berkeley Law - 72379**

**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](http://grow.berkeley.edu).

### **Departmental Overview**

UC Berkeley's School of Law is one of the nation's great centers for legal education, ever exploring and pushing new intellectual boundaries while tackling urgent, real-world issues. The law school is also known for its vibrant and engaged community of students and scholars who are committed to providing leadership and making a difference on problems of local, national and global import. Currently ranked among the top law schools in the country, the School of Law has ambitious development goals as it looks to continue producing leaders in law, government, and society.

At Berkeley Law, we are committed to excellence in education and scholarship, as well as equality of opportunity. We believe we have a responsibility to use our substantial intellectual capital to help solve real-world problems and to create a more just society through clinics, research, and policy engagement. We believe that a Berkeley Law degree is a tool for change, both locally and globally, and that we should be educating the leaders of tomorrow. We maintain an environment that nurtures

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academic and personal growth, respects a diversity of ideas, and stimulates independent thought and critical reasoning.

Berkeley Law's clinics- in the community and at the law school-are directed by full-time faculty members who are highly regarded experts in their fields. Classroom seminars provide students with the necessary foundation in relevant law and practice, while hands-on casework for clients builds critical lawyering skills. The Clinical Program is a working law office within the law school and the in-house Clinics include the Death Penalty Clinic (DPC), the Environmental Law Clinic (ELC), the Human Rights Clinic (HRC), the Policy Advocacy Clinic (PAC), and the Samuelson Law, Technology & Public Policy Clinic (SLTPPC). The Clinical Program is expanding and will launch additional offerings in 2025.

### **Mission Statement**

The mission of Berkeley Law's Clinical Program is to advance racial, economic, and social justice through three interrelated activities:

#### 1. Teaching

Preparing law students to address pressing societal problems and to become highly-skilled, responsible and reflective legal practitioners.

#### 2. Service

Providing first-rate legal services to underrepresented individuals, marginalized communities and public-minded organizations - locally, nationally and globally.

#### 3. Research

Producing cutting-edge, interdisciplinary research to support litigation, inform public policy and increase the effectiveness of our teaching and service.

### **Application Review Date**

The First Review Date for this job is: September 13, 2024. This position will remain open until filled.

### **Responsibilities**

- Coordinates and develops design, production and distribution of publications and other

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promotional materials, including internet or web materials, press releases, advertisements, catalogs, brochures, flyers, signage, A / V presentations, displays, exhibits, etc. designed to promote awareness of the in-house clinics and the Berkeley Law Clinical Program and its work. This includes the creation of multiple publications like the Clinical Program annual report, annual clinic newsletters, and the clinic's portion of other Berkeley Law publications focusing on faculty scholarship, admissions information, or other areas. Coordinates appropriate use of campus and / or department logos, emblems, etc.

- Ensures compliance with Berkeley Law's branding standards.
- Consults and collaborates with Clinical Program management, clinical faculty, Berkeley Law's Communications team, and other department and campus partners to create, develop, and implement long and short-term strategic communications plans and/or projects. This includes but is not limited to website maintenance and innovation, social media management, and strategic media outreach/placement that highlights in-house clinical faculty work and the Clinical Program.
- Establishes and maintains contacts with internal and external marketing professionals and vendors; e.g., artists, designers, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, etc.
- Engages in professional development and training opportunities as needed.
- Performs additional duties as assigned.

## Required Qualifications

- Solid skills to create, develop, and implement comprehensive long and short-term strategic communications plans.
- Experience working with news media outlets including drafting press releases, directing media inquiries appropriately, and developing relationships with media contacts.
- Knowledge and skills to advise and consult with management to ensure delivery of the desired message to target and/or broad general audiences.
- Strong written, verbal, interpersonal communications, and active listening skills.
- Thorough knowledge of communication principles, media, and marketing techniques.
- Strong project management skills.
- Knowledge of location protocols and channels for communication internally and externally.
- Good judgment, tact, and political acumen, to effectively represent and market Berkeley Law's in-house clinics and Clinical Program to various audiences.
- Thorough organizational and multi-tasking skills; must be able to coordinate and prioritize multiple projects simultaneously with demanding timeframes and competing deadlines.
- Ability to work well under pressure and with interruption.

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- Strong attention to detail.
- Thorough research, analytical and critical thinking skills, including sound judgment and decision-making skills.
- Ability to establish and maintain good working relationship with all stakeholders at different organizational levels.
- Ability to be a self-starter, to take initiative, and work independently as well as on a team.
- Knowledge of and/or ability to learn campus protocols and channels for communication internally and externally.
- Willingness to apply a lens of equity and inclusion to all aspects of communications.
- Ability to work with sensitive information, use discretion, and maintain confidentiality.
- Computer proficiency in Microsoft Word, Excel, and PowerPoint with the ability to learn new systems. Knowledge of web page software (such as Wordpress), graphic design concepts, and familiarity with desktop publishing software (such as InDesign).
- Experience working with written, visual, and digital media.
- Experience managing social media.
- Experience in developing written materials associated with development outreach.
- Experience developing and implementing short- and long-term strategic communication and marketing plans.
- Ability to attend occasional evening or weekend events.
- Demonstrated commitment to and understanding of diversity, equity, inclusion, and belonging (DEIB), and ability to apply and integrate core concepts of DEIB into everyday practice.
- Must be 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.
- Must demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community.

**Education/Training:**

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

**Preferred Qualifications**

- Communications, media relations, or public relations experience in higher education and/or organizations with a social justice mission.

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## Salary & 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 \$90,500 - \$100,000. This is an exempt, monthly-paid position.
- This is a full-time, Career position that is eligible for full UC benefits.
- This position is eligible for up to 20% remote work. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs, and are subject to change.

## 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.

## Other Information



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This position is not eligible for visa sponsorship.

The target hire date for this position is January 2025.

### **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](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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