

Web Content Manager (7455U) 72883  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=244828>

Downloaded On: Oct. 19, 2024 4:36pm

Posted Sep. 16, 2024, set to expire Jan. 10, 2025

<b>Job Title</b>	Web Content Manager (7455U) 72883
<b>Department</b>	Goldman School of Public Policy
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	Sep. 16, 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>	Information Technology Graphic Design/Marketing
<b>Apply Online Here</b>	<a href="https://apptrkr.com/5633472">https://apptrkr.com/5633472</a>
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<b>Job Description</b>	

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**Web Content Manager (7455U) 72883**

**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,

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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**

The Goldman School of Public Policy (GSPP) has 30 ladder-rank faculty, 12 emeriti faculty, more than 70 staff members, and more than 30 academic Lecturers. It occupies seven buildings (both on and off-campus) with more than 40,000 assignable square feet; within those buildings are eight classrooms and more than 100 offices.

The School is primarily a graduate school, with four degree programs at the graduate level: the Masters of Public Policy (MPP); a Self-Supporting Degree Program - the Masters of Public Affairs (MPA); the Masters of Development Practice (MDP); and our PhD program in Public Policy. GSPP also has an undergraduate Public Policy minor and a summer program for rising Senior undergraduate students, the Public Policy and International Affairs (PPIA) program.

The School's annual budget is approximately \$40M, made up of revenue sources such as current use and endowed philanthropy funds, contracts and grants, supplemental tuition from the MDP and MPP programs, self-supporting degree revenue from the MPA, and state funding.

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The School is home to more than 10 research centers led by GSPP faculty: the Institute for Research on Labor Economics; the Center for Studies on Higher Ed; the Center for Environmental Public Policy; the Berkeley Institute for Young Americans; the Center on Civility and Democratic Engagement; the Global Policy Lab; the Possibility Lab; the Center for Security in Politics; the Berkeley Opportunity Lab; the California Policy Lab; the India Energy and Climate Center; the Risk and Resilience Research Lab, and others.

GSPP enrolls more than 1500 undergraduates annually in elective classes, and has more than 600 students in its undergraduate minor. The School has approximately 330 Master's degree candidates, 20 PhD students, and more than 3,000 alumni. GSPP hires more than 60 graduate student instructors, readers, lecturers and graduate student researchers annually. Its constituency also includes parents, friends and a number of organizations representing state, federal and local government and policy organizations.

GSPP has been ranked first among Policy Analysis schools in the US for more than 20 years by US News and World Report. GSPP is also consistently ranked as one of the top graduate schools of Social Policy, and ranked fourth nationally in the fields of Public Affairs and Environmental Policy & Management.

### **Application Review Date**

The First Review Date for this job is September 25, 2024

### **Responsibilities**

- Coordinates written, visual, and audio content for GSPP web properties and the strategic placement of that content via the GSPP website CMS
- Writes, edits, and proofreads content for the GSPP website, including interviews with students, faculty, staff, alumni and donors to generate content stories reflecting the mission and excellence of GSPP.
- Collaborates with GSPP web developer to continually improve website design and user experience
- Manages vendor relationships, including with graphic designers, videographers, audio producers, and freelance writers
- Partners with research center and other staff to devise, plan, coordinate content
- Oversee student assistants who work on web content, including video, photography, web updates, and digital accessibility
- Acts as the project lead for a future (in 1-2 years) GSPP website redesign and as the content

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lead for websites that may "spin off" from the main GSPP website.

- Is accountable for ensuring accessibility, technical accuracy, and adherence to UC Berkeley brand guidelines
- Stays up on the latest marketing/digital engagement trends and tools
- Other duties as assigned

### Required Qualifications

- Strong skills as a content creator, especially in writing, interviewing, storytelling, editing, and proofreading.
- Strong understanding of how to create clear, easy-to-navigate, informative, accurate, well-designed, and functional websites that provide content consistent with GSPP's message, mission, and strategic objectives.
- Strong understanding of publishing and design, illustration, presentation preparation, animation, web interaction, podcasting, or other state-of-the-art web communication capabilities.
- Excellent interpersonal communication skills and ability to collaborate, both verbally and in writing
- Thorough skills to develop and implement original content ideas and correctly identify and effectively solve problems.
- Bachelor's degree in related area and / or equivalent experience / training

### Preferred Qualifications

- Desired technical skills include the following: familiarity with content management systems like Wordpress, Drupal, or Expression Engine; Google suite; Microsoft suite; Adobe Creative Suite; Asana.
- Knowledge of the fundamentals of web design and user experience, including the skills to design in an appealing, lively, accessible and relevant way.

### Salary & Benefits

This is a full-time career position. This position is eligible for up to 50% remote work within the United States. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs and are subject to change.

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



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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 that the University reasonably expects to pay for this position is \$80,400.00 - \$109,000.00, annually.

### How to Apply

To apply, please submit your resume and cover letter.

### Referral Source Info

This job is part of the Employee Referral Program. If a UC Berkeley employee is referring you, please ensure you select the **Referral Source** of "*UCB Employee*". Then enter the employee's **Name** and **Berkeley email** address in the **Specific Referral Source** field. Please enter only one name and email.

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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](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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