

Digital Marketing Manager (7555U) 72907  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=244910>

Downloaded On: Dec. 4, 2024 3:34am

Posted Sep. 16, 2024, set to expire Jan. 11, 2025

<b>Job Title</b>	Digital Marketing Manager (7555U) 72907
<b>Department</b>	
<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>	Graphic Design/Marketing
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**Job Description**

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**Digital Marketing Manager (7555U) 72907**

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

### Departmental Overview

UC Berkeley Extension and UC Berkeley Global comprise the continuing education branch of the University of California, Berkeley. Extension offers more than 2,000 courses per year in a variety of subjects both online and in the classroom. Extension's administrative departments and units include student records (transcripts), registration, scheduling, international student services, facilities, data analytics, marketing, and financial services. In addition to the main Berkeley center, it has responsibility for the maintenance and operation of regional centers in San Francisco (Spear Street) and other leased facilities in the San Francisco Bay Area.

The Data, Marketing, and Analytics Department is a multi-function marketing and data service provider to the Extension and Global brands, as well as other UC Berkeley clients. It is responsible for the branding, engagement, enrollment, awareness building, and lead generation for more than 70 domestic and international programs. Once a primary point for transactional operations, the unit has shifted toward an entrepreneurial approach dedicated to solving complex problems, driving enrollments/revenue, and generating awareness for new programs. The goals and objectives of the Data, Marketing, and Analytics Department are to provide excellent, comprehensive services to

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students, staff, faculty, and the general public in our efforts.

### **Position Summary**

The Manager of Digital Marketing is accountable for all aspects of paid digital while informing owned and earned activities across the organization.

The main duty is to identify and implement digital solutions across a large portfolio of programs with a budget in excess of \$2m in B-to-B and B-to-C verticals. The position requires a blend of strategy, leadership and creativity running campaigns as well as the acumen to oversee high-profile or new programs. The ideal candidate will be equally comfortable providing high-level guidance to a team member and managing active campaigns, and the agility to quickly switch between vastly different academic areas. As a member of the marketing leadership team, the manager is also expected to bring expertise to high-level decisions outside the immediate scope of the role.

The Digital Marketing Manager will be responsible for meeting these goals through organic and paid deliverables across all platforms. The position will work alongside the creative services, recruitment & admissions advising, analytics/research, and web teams. The purpose of this role is to utilize product and brand campaigns on paid and social media to drive enrollments, revenue, awareness, leads, and hyper-growth across online communities about UC Berkeley Extension's and UC Berkeley Global's domestic & international initiatives. Ultimately, driving revenue, growth, & facilitating engagement with the community while helping shape the future narrative of the UC Berkeley Extension and UC Berkeley Global brands as leaders in Professional Education.

### **Application Review Date**

The First Review Date for this job is: 09/26/2024.

### **Responsibilities**

- Creates, plans, produces, and evaluates marketing, advertising, and sales promotion materials to implement marketing strategies and sales objectives.
- Utilizes product and brand campaigns on paid and social media to drive enrollments, revenue, awareness, leads, and hyper-growth across online communities about UC Berkeley Extension's and UC Berkeley Global's domestic & international initiatives.
- Current advertisement channels include: Google Ads, Facebook Ads, WeChat Ads. We also work with partners such as Study Portals, Shiksha, Transferology, Blavity, and other channels.
- As part of the marketing strategies, this position will also be responsible for managing our SEO

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(Search Engine Optimization) efforts.

- Creates, develops, implements and evaluates strategic marketing programs, projects, and campaigns.
- Identifies and implements digital solutions across a large portfolio of programs with a budget in excess of \$2m in B-to-B and B-to-C verticals.
- Implements a blend of strategy, leadership and creativity running campaigns as well as the acumen to oversee high-profile or new programs.
- Allocates budget resources according to the area of greatest business need or opportunity.
- Creates, develops, implements and manages comprehensive promotional sales strategies / plans, including short and long-range strategic planning.
- The Digital Marketing Manager develops and meets strategic goals through organic and paid deliverables across all platforms. Collaborates alongside the creative services, recruitment & admissions advising, analytics/research, and web teams.
- Builds and maintains effective relationships with outside (non-campus and/or medical center affiliated) companies and organizations.
- Researches and recommends new and innovative methods for generating revenue.
- Drive revenue, growth, & facilitating engagement with the community while helping shape the future narrative of the UC Berkeley Extension and UC Berkeley Global brands as leaders in Professional Education.
- Consults with campus, product managers, sales departments, and advertising agencies to develop and implement promotional plans and recommends sales philosophy, potential approaches, and media strategies.

### Required Qualifications

- Advanced knowledge in Google Analytics.
- At least 5 years of experience in marketing-related positions, with a solid understanding of Google Analytics and SEO.
- Written & interpersonal communication and client management skills.
- Strong analytical and reporting skills, and comfort at regularly reporting KPI's.
- Bachelor's degree in related area and/or equivalent experience/training.

### Preferred Qualifications

- Advanced knowledge of and/or can quickly learn the campus and/or medical center's product lines and services.

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- Advanced knowledge of and/or can quickly learn the campus and/or medical center, including its achievements, mission, goals, vision, objectives and infrastructure.
- Advanced knowledge of marketing principles, concepts, techniques and applications relevant to the field of promotion and advertising.
- Advanced skills in developing, designing and implementing creative promotional and advertising strategies.
- Advanced written, visual, interpersonal communication and political acumen skills.
- Advanced analytical and research skills.
- Advanced knowledge of and/or can quickly learn applicable campus and/or medical center policies and state and federal laws pertaining to marketing and advertising issues and concerns and other related policies or laws.
- Skill in mentoring less experienced staff.
- Experience in non-profit or education environment.
- SEO tools (SEM Rush, SiteImprove).

### 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 annual salary that the University reasonably expects to pay for this position is \$98,600.00 - \$128,172.00.

### How to Apply

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- 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.

### 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 [https://apptrkr.com/get\\_redirect.php?id=5636853&targetURL=U.S. Equal Employment Opportunity Commission](https://apptrkr.com/get_redirect.php?id=5636853&targetURL=U.S. Equal Employment Opportunity Commission) poster.

The [University of California's Affirmative action policy](#).

The [University of California's Anti-Discrimination policy](#).



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### 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.

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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