

Marketing Assistant (7550U) 74112
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=248298>

Downloaded On: Nov. 13, 2024 2:06am

Posted Nov. 6, 2024, set to expire Mar. 5, 2025

Job Title	Marketing Assistant (7550U) 74112
Department	Summer Sessions, Study Abroad, Lifelong Learning & University Extension
Institution	University of California, Berkeley Berkeley, California
Date Posted	Nov. 6, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing
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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

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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

Summer Sessions, Study Abroad, Lifelong Learning & University Extension (SSALLEX) is the extended education division of the University of California, Berkeley and an essential part of the University's mission to extend the research and scholarship of UC Berkeley to a global community.

SSALLEX is a vibrant and dynamic organization that enables more than 60,000 visiting UC and potential Cal students; parents, faculty, academic units, international business partners, and central campus service providers engage in campus activities. The department provides more than 2,000 summer courses, fall freshmen programs, study abroad experiences, global internships, and year-around programs or courses, lectures, special events and interest circles for older adults.

Application Review Date

The First Review Date for this job is November 18, 2024

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Responsibilities

- This is a hybrid role. Applicants must be able to come to campus monthly to manage collateral inventory and 3 times a year to support on-campus events.
- Research and source promotional items and marketing materials from campus-approved vendors. Learns and assists with copyright or other legal clearances for publication, products, services, etc. Act as a single point of contact for purchase requests. Upon manager approval, solicit quotes, submit pre-approvals through appropriate channels, confirm appropriate artwork and branding, place order with identified vendor, track shipment status and reconcile purchase in Berkeley Financial System.
- Collaborate with on-site facilities team to receive marketing purchase orders, alert requester of status, store appropriately and maintain and track inventory. Alert managers when inventory runs low to confirm purchase of new orders.
Assist Event and Outreach Coordinator with organization of marketing materials on-site in Berkeley in advance of and day of large-scale events (~3x/year). Ability to lift 15 pounds
- Collaborate with social media specialists to capture on-site Berkeley footage at beginning and end of academic semesters. Work includes photographic and video capture to be edited and promoted across various marketing platforms.
- Under direct supervision, learns to use basic marketing and / or sales concepts and assists in marketing and / or sales activities as assigned.
- Upload new digital assets, share and maintain organization of PhotoShelter digital asset management system.
- Assist with the design and distribution of marketing materials, such as brochures, newsletters and digital assets.
- Maintain departmental email accounts and respond, as needed.
- Maintain and update marketing databases, including email lists, on a monthly basis and after recruitment fairs. Duties may include creation and execution of follow-up communications to new student leads.
- Perform other tasks as needed to support the marketing department.
- Work with vendors and University buyers to facilitate confirmation of new and existing contracts for marketing software and other resources. Manage yearly subscriptions, notify and consult with stakeholders in advance of subscription expirations to determine ongoing purchases.

Required Qualifications

- Must be able to come to campus monthly to manage collateral inventory and 3 times a year to support on-campus events.

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- Good organizational skills.
- Good written, verbal and interpersonal communication skills.
- Basic knowledge of marketing principles, strategies, techniques and practices.
- Basic knowledge of the campus, including its vision, mission, goals, objectives, achievements and infrastructure or comparable institutional knowledge.
- Bachelor's degree in related area and / or equivalent experience / training

Salary & Benefits

This is a full-time career position.

This position is eligible for full 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 hourly range that the University reasonably expects to pay for this position is \$26.92-\$36.21.

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.

Conviction History Background



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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 [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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