

Director of Internal Communication (5887U) Public Affairs,
74422
University of California, Berkeley

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Posted Nov. 18, 2024, set to expire Mar. 16, 2025

Job Title	Director of Internal Communication (5887U) Public Affairs, 74422
Department	Communications & Public Affairs
Institution	University of California, Berkeley Berkeley, California
Date Posted	Nov. 18, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff Director/Manager
Academic Field(s)	Communications/Public Relations
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Job Description

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Director of Internal Communication (5887U) Public Affairs, 74422

About Berkeley

At the University of California, Berkeley, we are dedicated to fostering a community where everyone feels welcome and can thrive. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

As a world-leading institution, Berkeley is known for its academic and research excellence, public

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mission, diverse student body, and commitment to equity and social justice. Since our founding in 1868, we have driven innovation, creating global intellectual, economic and social value.

We are looking for applicants who reflect California's diversity and want to be part of an inclusive, equity-focused community that views education as a matter of social justice. Please consider whether your values align with our [Guiding Values and Principles](#), [Principles of Community](#), and [Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and provide space for [supportive colleague communities via numerous employee resource groups](#) (staff organizations). 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 full-time staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. Find out more about how you can [grow your career](#) at UC Berkeley.

Departmental Overview

As the first point of contact for many visitors, we tell the Berkeley story to inspire audiences and elevate the image of the university. We partner closely with various campus audiences - from the chancellor, deans and faculty members, to staff, students and alumni - as well as external media organizations who can amplify Berkeley's important contributions across a wide range of subjects.

Position Summary

One priority of UC Berkeley Communications & Public Affairs is to keep the internal community informed about university issues, development, achievements and challenges. To that end, we intend to hire for the position of Director of Internal Communications. The director will develop, lead and execute a comprehensive, multifaceted internal communications program for the UC Berkeley campus. The job will require the director to build strong partnerships with campus leaders and communicators and guide them toward proven communication strategies.

Working with the senior manager of internal communications, the director will support the Public Affairs team's mission to enhance access to, understanding of and engagement with important university information and initiatives. The director will build and maintain an internal communications network, help celebrate successes, amplify discoveries, and protect and strengthen UC Berkeley's reputation.

The director must be comfortable working collaboratively with a range of professionals, from top campus leaders to communications specialists, under ambiguous circumstances. In that ambiguity, they must identify how their internal communications program is a tool to further the campus' goals and

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then execute on that vision, keenly shaping the final product for its intended audience. The director must also have a strong ability to navigate and communicate complex issues related to race, ethnicity, gender, ability and other intersectional topics.

The director must demonstrate a full understanding of industry best practices, including language and accessibility standards. They must also be fluent in using metrics and analytics to measure and drive strategy, improve engagement and/or develop new initiatives.

The hybrid position is based in the Office of Communications & Public Affairs and will report to both the Executive Director for News & Media Relations and the Marketing and Brand leader.

Application Review Date

The First Review Date for this job is: 11/29/2024

Responsibilities

- Develop, lead, and manage a strategic internal communications program that keeps all constituencies informed about key initiatives, building support for the university's mission, and fostering a climate of pride, engagement and inclusivity.
- Create and implement comprehensive short- and long-term communications plans that align internal and external strategies.
- Identify specific communications needs and develop content and processes for organizational improvements.
- Convene and collaborate with colleagues in the Office of Public Affairs and across campus to advance internal communications objectives.
- Work cross-functionally with campus leaders and content experts to manage issues, communicate the university's positions, and align strategies.
- Provide advice and counsel to university departments on strategic planning, effective messaging and problem resolution.
- Produce a variety of communications pieces across multiple venues, including written, visual, and electronic formats.
- Manage, train, and evaluate staff, including professional and student employees, to support communications objectives and enhance team skills.
- Review, edit, and approve work produced by team members, ensuring high-quality, impactful communications.
- Maintain understanding of current emerging communications trends, requirements and developments.

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Required Qualifications

- Proven ability to build relationships, establish credibility, and demonstrate maturity and judgment in working with senior leaders.
- Advanced knowledge of communications, including strategic planning for various media, technical requirements, and effective applications, with proven skills in developing and implementing long- and short-term communication plans.
- Knowledge of the organization, including its mission, vision, goals, policies, and infrastructure; strong knowledge of current affairs and issues in higher education.
- Advanced skills to advise and consult management on all aspects of communications, ranging from developing effective communication strategies to appropriately responding to inquiries regarding sensitive or complex issues or information.
- Ability to navigate and communicate complex issues related to race, ethnicity, gender, ability and other intersectional topics.
- Experience communicating with multilingual audiences.
- Ability to work effectively in a fast-paced setting, under tight deadlines and with competing priorities.
- Ability to use metrics and analytics to inform communications strategy.
- Excellent written, verbal, and interpersonal communication skills, including active listening, political acumen, analytical thinking and project management.
- Excellent problem recognition, avoidance and resolution skills.

EDUCATION

- Bachelor's degree in journalism, communications or related area and/or equivalent experience/training.

Preferred Qualifications

- Knowledge of the organization's mission, vision, goals, policies, and infrastructure, with strong understanding of current affairs and issues in higher education, the public sector, or decentralized organizations.

Salary & Benefits



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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 salary or hourly range that the University reasonably expects to pay for this position is **\$111,000.00 - \$115,000.00.**

How to Apply

- To apply, please submit your resume and cover letter.

Other Information

- This position is eligible for up to 50% remote work. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs and are subject to change.

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=5809585&targetURL=U.S. Equal Employment Opportunity Commission poster.



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

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

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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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