

Communications Manager (7462U) - 71211
University of California, Berkeley

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Posted Dec. 2, 2024, set to expire Mar. 30, 2025

Job Title	Communications Manager (7462U) - 71211
Department	Goldman School of Public Policy
Institution	University of California, Berkeley Berkeley, California
Date Posted	Dec. 2, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager Professional Staff
Academic Field(s)	Communications/Public Relations
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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,

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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.

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. Its 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.

The School is home to more than 10 research centers led by GSPP faculty: the Institute for Research

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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 Risk & Security Lab; 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. Former UC President Emerita Janet Napolitano is a ladder rank faculty member at the School, and she has expanded the research in Security Policy, as well as enabling connections with heads of state and former heads of state, both in the United States and abroad.

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.

The Berkeley Risk & Security Lab (BRSL) at the UC Berkeley's Goldman School of Public Policy is an academic research center focused on the intersection of technology and security. The Lab conducts analytical research, designs and fields wargames, and engages with policy-makers and stakeholders in government, private industry, and civil society. A common theme throughout our research is examining how new technologies and capabilities-from dual-use technologies to those designed for military applications-might impact strategic stability and the prospects for international peace and security.

Position Summary

Oversees strategic communications plan for the Berkeley Risk & Resilience Lab (BRSL). Reports directly to the Faculty Director of BRSL, and serves on the center's strategic leadership team.

Manages a comprehensive communications program and projects for the center, with routine and non-complex communication requirements, across a multitude of media. Sets out strategy, and independently assesses and decides the most appropriate action, based on expertise and knowledge of both the field and the media landscape. Incumbent's suggestions are almost always adopted with few changes or oversight.

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Requires an experienced communications professional, with the ability to outline longer-term projects for subordinate staff on the Communications team. Incumbent advertises, recruits, selects, trains, assesses and coaches subordinate staff, including performance management and employee relations issues; undertakes the full range of supervision and management duties.

Application Review Date

The First Review Date for this job is: 08/07/2024.

Responsibilities

Strategic Partnerships

- Work closely with the Faculty Director of the Berkeley Risk & Security Laboratory, within the Goldman School of Public Policy, on overall communication and outreach strategy for the center.
- Establishes collaborative relationships with the Goldman School's Director of Communication, UC Berkeley's Office of Public Affairs, and within, and beyond GSPP.
- Builds and maintains good working relationships at all organizational levels and with external media representatives.
- As assigned, handles breaking news situations, including developing strategies for dealing with sensitive and/or controversial issues related to BRSL policy areas, and BRSL personnel or affiliates.
- Handles general news and information requests from reporters or other agencies for information about the center, its personnel, and/or its reports and research.
- Work closely with Center staff and leadership to publicize special programs, such as conferences, convenings, visiting scholars, and other newsworthy activities of BRSL
- Researches, compiles and summarizes issues, policies and topics; provides background information, talking points and briefing materials for BRSL faculty and affiliates.

Publication Design, Preparation, and Promotion

- Review, edit, and copy-edit BRSL publications (including reports, op-eds, journal articles, and other written products). For BRSL published products, design covers and text templates for the product.
- Promote any BRSL publications and podcasts through social media, newsletters, and joint publication campaigns with partners.
- Oversee the BRSL newsletter and promote BRSL and partner events.

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- Pitch and coordinate with editors for op-eds written by the BRSL team.
- Provide design assistance for BRSL wargames and table-top exercises.
- Ensures production of quality products that effectively deliver the desired message within budget and time constraints.

Media Efforts

- Demonstrated skill in understanding and effectively utilizing all news/media pipelines - including traditional broadcast news, the BRSL website, social media, and other emerging technologies.
- Other duties as assigned; may involve evening and weekend work, depending on project needs, deadlines, and external constituent demands.
- Incumbent is required to undertake and complete mandated training for UC employees, including specialized training for managers.

Required Qualifications

- Thorough knowledge of the concepts and principles of news, media communications and media relations.
- Thorough knowledge of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various social media platforms, and the most appropriate and effective applications.
- Thorough knowledge of and/or can quickly learn the BRSL and its affiliates, its achievements, mission, vision, goals, objectives, programs and infrastructure.
- Strong competence and quality in written, verbal and interpersonal communications skills, including a demonstrated ability to write persuasively; demonstrated understanding of what makes a good story and which topics may be of interest to various publics; ability to incorporate key location messages.
- Good judgment, political acumen, and thorough organizational skills.
- Broad knowledge and understanding of technical applications to effectively manage assignments, including design concepts, various media and mediums, applications, etc.
- Demonstrated ability to maintain confidentiality of sensitive information and center activities.
- Strong interpersonal and collaborative skills; ability to work with diverse groups to achieve results.
- Bachelor's degree in related area and/or equivalent experience/training.

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Preferred Qualifications

- Demonstrated ability to work collaboratively, as part of a team, to create, develop, and implement comprehensive long and short-term strategic communications plans.
- Demonstrated expertise building collaborations between academia, industrial and/or governmental agencies.

Salary & Benefits

This is an 18 month, full-time (40 hours/week), contract appointment, eligible for UC benefits with the possibility of extension with continued funding. This is a monthly paid, exempt position.

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 \$80,400.00 - \$96,650.00.

How to Apply

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

Other Information

- This is not a visa opportunity.
- This position is eligible for up to 90% remote work. Exact arrangements are determined in

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partnership with your supervisor to meet role responsibilities and department needs, and are subject to change.

- While this job may allow for some hybrid activity, it is not eligible for 100% remote work.

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=5839037&targetURL=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.



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Contact

N/A

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