

Social Media Strategist (7477U), Berkeley Law - 75251
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=251851>

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Posted Jan. 20, 2025, set to expire Jun. 30, 2025

Job Title	Social Media Strategist (7477U), Berkeley Law - 75251
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Jan. 20, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
Apply Online Here	https://apptrkr.com/5939606

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Job Description

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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

The Communications department gets the word out on Berkeley Law's excellence, public mission, and community.

Position Summary

The Social Media Strategist at Berkeley Law will be a pivotal member of the Communications team, working closely with the Assistant Dean, Creative Director, and Editorial Director. This role offers an exciting opportunity to enhance Berkeley Law's brand presence on social media, focusing on reputation, recruitment, and revenue. The Strategist will be instrumental in positioning the law school as a premier institution committed to public service and academic excellence, while maintaining a supportive community environment. Responsibilities include developing sophisticated messaging and content aimed at various audiences such as students, alumni, academics, legislators, and legal professionals. The role also involves strategizing and conceptualizing with the broader creative team, owning projects from concept to delivery, and working from briefs as well as initiating and pitching new concepts. This position is key to building brand awareness and loyalty, ensuring that Berkeley Law stands out among its peers through innovative and engaging content on both organic and paid channels.

Application Review Date

The First Review Date for this job is: 01/30/2025.

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Responsibilities

CONTENT CREATION: Conceptualize, develop, and implement content strategies, including art direction and design for organic social media, including, but not limited to:

- **Photography:** Take photographs using department equipment to show what it's like at Berkeley Law (including attendance at regular in-person weekday events at the law school and occasionally outside of typical work-hour events such as reunion, commencement, symposia, swearing-in ceremonies, etc.) as well as portraits and other photography assignments relating to editorial needs of the department.
- **Video & Animation:** Create and execute short-form video content and animation, from initial storyboarding to art direction and final editing treatments.
- **Graphic design:** In collaboration with the Creative Lead, the person in this role will utilize Canva, Photoshop, etc., to produce visual elements for use on social media.
- **Captions and quotes:** Prepares text to accompany visual content on social media in keeping with Berkeley Law editorial style and brand guidelines.
- **Accessibility:** All content must adhere to appropriate and applicable guidelines for accessibility.
- **Accuracy:** Ensure high levels of accuracy and meticulous attention to detail across all content and media assets.

COLLABORATE: Work in partnership with cross-functional teams, encompassing strategy, copywriting, project management, and production, to ensure a cohesive and effective content strategy.

- **Coordinate with Faculty and Staff:** Develops and implements social media strategies in alignment with the institution's goals, ensuring content is relevant, engaging, and promotes faculty and staff initiatives.
- **Engagement with Students:** Works directly with student groups and representatives to amplify student voices and perspectives, fostering a vibrant and inclusive online community.
- **Partnership with Campus Entities and Beyond:** Collaborates with different departments and entities on campus, like sports teams or clubs, to ensure a cohesive and diverse representation of the campus life and activities on social media platforms.

SHARE/MONITOR/ANALYZE: Under minimal supervision, the Social Media Strategist is responsible for long- and short-term strategic planning of all social media content for Berkeley Law's official channels in accordance with the overall communications strategy set by the Assistant Dean and in collaboration with Communications team colleagues and partners throughout the law school in order to

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amplify timely editorial/fundraising/media relations messaging and objectives.

- Keep up-to-date with the evolving social media landscape, including platforms like TikTok, Instagram, and Pinterest, and leverage current trends in a manner that's relevant to Berkeley Law's brand and objectives.
- Establishes and executes daily social media schedule, content, and activity, as well as regular analysis of performance (KPI) data.
- Closely monitors all social media channels and responds to messages/alerts appropriate team members of news relating to the law school or potential issues in a timely manner.
- Promote events and other priority materials in accordance with the Communications team strategy.
- Collaborate with departments using paid advertising through the social media channels for consistency with Berkeley Law's branding standards.
- Monitors comments and messages relating to paid advertising and responds as appropriate.
- Analyzes campaign performance data and advises on ROI.
- Uploads videos to the YouTube channel and ensure ADA compliance.

MISCELLANEOUS:

- Participates and assists Assistant Dean and Communications team members with broader strategic communications goals.
- Contributes ideas and leads to the editorial pipeline.
- Collaborates with teammates to effectively promote stories and initiatives.
- Consults with colleagues throughout the law school on social media best practices and strategy.
- Advises students on social media best practices and supports student initiatives, e.g., helping develop assets and promote student events, campaigns, podcasts, fundraisers, etc., in order to ensure compliance with branding standards, amplify their messaging to a larger audience, and showcase the vibrant student life of the law school for the benefit of prospective students, donors, etc.
- Engages in professional development and training opportunities as needed.
- Performs additional duties as assigned.

Required Qualifications

- 4+ years experience developing social media content and strategy (Twitter, Facebook, Instagram, LinkedIn, YouTube), preferably for a higher education, nonprofit, or legal organization.

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- A portfolio of distinctive work demonstrating excellent photography, video, and design skills.
- Excellent written, verbal, interpersonal communications, active listening and political acumen skills.
- Excellent skills in using graphic design platforms such as Canva and Photoshop.
- Strong attention to detail with excellent editing and proofreading skills.
- Self-driven, highly organized, and advanced time management skills required.
- Intermediate knowledge of Sprout, Hootsuite, or other CMS software
- Ability to understand complex concepts and communicate them simply and clearly adhering to appropriate brand tone and values.
- Ability to maintain confidentiality and utilize good judgement
- Ability to comprehend the news value of the school's various activities and achievements and to utilize social media to target specific audiences and outlets.
- Strong computer skills with proficiency in Google Suite and video conferencing platforms with the ability to learn new computer programs and software systems.
- Demonstrated commitment to and understanding of diversity, equity, inclusion, and belonging (DEIB), and ability to apply and integrate core concepts of DEIB into everyday practice.
- Must be 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.
- Must demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community.

Education/Training

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

Salary & 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

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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 range that the University reasonably expects to pay for this position is \$90,000.00 - \$101,500.00.

- This is a full-time, Career position that is eligible for full UC benefits.
- This is an exempt, monthly-paid position.

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 20% remote work. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs, and are subject to change.

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.

Misconduct

SB 791 and AB 810 Misconduct Disclosure Requirement: As a condition of employment, the final candidate who accepts a conditional offer of employment will be required to disclose if they have been subject to any final administrative or judicial decisions within the last seven years determining that they committed any misconduct; received notice of any allegations or are currently the subject of any administrative or disciplinary proceedings involving misconduct; have left a position after receiving notice of allegations or while under investigation in an administrative or disciplinary proceeding

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involving misconduct; or have filed an appeal of a finding of misconduct with a previous employer.

"Misconduct" means any violation of the policies or laws governing conduct at the applicant's previous place of employment, including, but not limited to, violations of policies or laws prohibiting sexual harassment, sexual assault, or other forms of harassment, discrimination, dishonesty, or unethical conduct, as defined by the employer. For reference, below are UC's policies addressing some forms of misconduct:

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[UC Sexual Violence and Sexual Harassment Policy](#)

[UC Anti-Discrimination Policy](#)

[Abusive Conduct in the Workplace](#)

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=5939606&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](#).

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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