

Associate Director, Athletic Communications (7462U)
76108
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=252910>

Downloaded On: Apr. 2, 2025 10:26pm

Posted Feb. 10, 2025, set to expire Jun. 30, 2025

Job Title	Associate Director, Athletic Communications (7462U) 76108
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Feb. 10, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Communications/Public Relations Athletics and Recreation Services
Apply Online Here	https://apptrkr.com/5992019

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Job Description

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Associate Director, Athletic Communications (7462U) 76108

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 Department of Intercollegiate Athletics consists of more than 275 staff members and coaches and sponsors 30 varsity sports programs. These 30 programs include more than 850 student-athletes who participate in the various sports programs annually within the National Collegiate Athletics Association (NCAA). We are currently seeking an Associate Director, Athletics Communications.

The Cal Athletic Department is seeking to fill a crucial Athletic Communications position as the primary contact for football. Essential duties include the ability to cultivate strong relationships with local, regional, and national media with a focus on telling the story of Cal football to an expansive audience; work collaboratively across the department, with an emphasis on integrating with creative services, marketing, and fan experience, Cal Athletics Fund and senior leadership. Successful candidates also must have the ability to be strong storytellers themselves and produce quality communications content, including feature stories and news releases, for a variety of audiences and platforms (print, web, social media, video) consistent with department and university mission and goals. Persons in these positions will also develop and implement annual media plans; manage sport-specific social media accounts; arrange and conduct interviews; maintain and compile records and statistics; act as team historians; and handle other duties as assigned.

Application Review Date

The First Review Date for this job is: February 21, 2025

Application Review Date

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The First Review Date for this job is: February 19, 2025

Responsibilities

- Under minimal supervision, provides analysis and information on complex results or activities, searches out and writes stories, conducts interviews, sets up press conferences, and arranges for photography, video, or graphics to accompany news releases.
- As assigned, handles breaking news situations, including developing strategies for dealing with sensitive and / or controversial issues. Works collaboratively with upper management and, if necessary, across units and campus to develop communication plans that serve the best interest of the department and university.
- Produces quality work under deadlines. Performs well under pressure. Takes necessary steps in non-deadline situations to optimize performance when working under deadline.
- As assigned, handles news requests from reporters and develops positive relationships with external media members.
- Prepares coaches, student-athletes and staff with appropriate media training, talking points, etc to ensure proper messaging.
- Maintains strict confidentiality. Understands when confidentiality is necessary. Makes decisions with the reputation of the brand of the department and university in mind.
- Provides general assistance as needed to facilitate requests for information of a general nature and assists with major institutional news conferences and public announcements. Maintains good communication with campus communicators to effectively assist with announcements and information distribution when the scope goes beyond the department.
- Builds and maintains good working relationships at all organizational levels and with external media representatives. Proactively reaches out to external media members on a consistent basis to maintain positive interactions. Develops relationships with media members to a point where they can have hard conversations about coverage, if necessary.

Required Qualifications

- Thorough knowledge of the concepts and principles of news, media communications and media relations.
- Thorough skills in understanding and effectively utilizing all news / media mediums including broadcast news, the internet, social media and other emerging technologies.
- Previous experience in athletic communications/media relations.
- Effective written, verbal and interpersonal communications skills, including a strong sense of a good story and understanding of the topics that may be of interest to the public.
- Good judgment, political acumen, and thorough organizational skills.

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- Skill to maintain confidentiality.
- May require knowledge of specialty areas such as broadcast news including TV / radio, internet and other emerging technologies.
- Familiarity with appropriate software (Microsoft Word, Adobe Creative Suite, NCAA statistics software, etc.).
- Understanding of the strategic use of social media related to promoting teams and Intercollegiate Athletics.
- Working knowledge of concepts and principles of news, media communications, and media relations.
- Previous experience using Facebook, Twitter, and Instagram to provide social media coverage for an athletics team.
- Must be flexible to travel with assigned teams as required and work non-traditional hours.
- Must maintain current knowledge of applicable rules and standards of the Atlantic Coast Conference (ACC), the National Collegiate Athletic Association (NCAA), as well as other associations and agencies to which the Berkeley campus of the University of California adheres, and, at all times avoid any and all violations of these rules and standards.
- Bachelor's degree in related area and / or equivalent experience / training.

Preferred Qualifications

- Previous experience as a football contact for an FBS-level program.
- Working knowledge of the campus and Intercollegiate Athletics, including achievements, mission, vision, goals, objectives, programs and infrastructure.

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 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.



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The budgeted salary range that the University reasonably expects to pay for this position is \$85,000 - \$90,000

- This is a 100% full-time (40 hours per week), career position that is eligible for full UC benefits.
- This position is exempt and paid monthly.

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 E-mail** address in the **Specific Referral Source** field. Please enter only one name and email.

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.

Mandated Reporter

This position has been identified as a Mandated Reporter required to report the observed or suspected abuse or neglect of children, dependent adults, or elders to designated law enforcement or social service agencies. We reserve the right to make employment contingent upon completion of signed statements acknowledging the responsibilities of a Mandated Reporter.

Misconduct Disclosure

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



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"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:

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

[UC Anti-Discrimination Policy](#)

[Abusive Conduct in the Workplace](#)



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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

jeid-823cdc0bd33b774791d17030324b85cd

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact



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N/A

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