

Associate Director of Marketing (7552U) - Coleman Fung
Institute
University of California, Berkeley

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Posted Mar. 21, 2025, set to expire Jul. 1, 2025

Job Title	Associate Director of Marketing (7552U) - Coleman Fung Institute
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	Mar. 21, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Graphic Design/Marketing
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Job Description

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Associate Director of Marketing (7552U) - Coleman Fung Institute

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 Coleman Fung Institute for Engineering Leadership, launched in January 2010, prepares engineers and scientists - from students to seasoned professionals - with the multidisciplinary skills to lead enterprises of all scales, in industry, government and the nonprofit sector. The Fung Institute is headquartered in UC Berkeley's College of Engineering, which is recognized for its educational and research excellence and is consistently ranked among the top three engineering colleges in the United States.

The Fung Institute offers educational programs that combine leadership coursework in technology innovation and management with intensive study in an area of technical specialization. This integrated knowledge cultivates leaders who can make insightful decisions with the confidence that comes from a synthesized understanding of technological, marketplace and operational implications.

The Associate Director of Marketing (Marketing Specialist 3) will report to the Director of Marketing and Communications as part of a team working on telling the story of the institute and its programs.

At the Fung Institute, we commit to:

- Serve students first. We prioritize improving, enhancing, and supporting the student experience.
- Help each other succeed. We go the extra mile, proactively share information, and support each other with a bias to action. The success of one is the success of all.
- Have a growth mindset. We question the status quo, are open to new ideas, and seek innovative ways of working.

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- Speaking-up. We actively contribute, ask for help, and voice what's on our minds. We communicate why and how decisions are made.
- Inclusion. We seek diversity, create opportunities, and make space for everyone to be idea generators, problem solvers, and decision-makers.
- Accountability. We hold ourselves and each other to the highest standards-as servants of students, the university, and the public.

The Fung Institute for Engineering Leadership (Fung Institute) is seeking an experienced marketing professional with a proven track record in managing diverse client portfolios and leading creative teams within an agency or agency-like environments. The Associate Director of Marketing will support the marketing and communications needs of the Fung Institute and its internal clients, with a particular emphasis on UC Berkeley College of Engineering's Professional Master's Programs and Engineering Departments. This marketing role is integral to our mission of advancing engineering education to address global challenges in the digital era.

This is a 100% FTE, 2-year contract position with the possibility of extension.

Application Review Date

The First Review Date for this job is: April 2, 2025 - Open Until Filled

Responsibilities

35% Strategic Campaign Development and Management:

- Work with the Director to develop and implement comprehensive digital marketing and sales strategies that align with the Fung Institute's mission and objectives.
- Conceptualize, develop, and manage multi-channel marketing campaigns to promote the Fung Institute's programs and initiatives, as well as its clients' initiatives.
- Participate in and design compelling content across various platforms, including web, social media, email, and print, to engage target audiences and enhance brand visibility.
- Ensure all content aligns with the Institute's brand voice and messaging guidelines.
- Monitor and evaluate campaign performance, utilizing analytics to drive continuous improvement.
- Optimize campaign post analysis.

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20% Creative Team Leadership:

- Lead and mentor a team of creative professionals, including designers, video producers and editors, writers, digital marketers, and project managers to deliver high-quality marketing materials and campaigns.
- Coordinate cross-functional teams to ensure cohesive and integrated marketing efforts.

20% Fung Institute Client Management:

- Oversee a diverse portfolio of internal UC Berkeley College of Engineering programs and departments, ensuring tailored marketing solutions that increase enrollment and other targeted goals.
- Foster strong relationships with stakeholders across the UC Berkeley College of Engineering to facilitate effective collaboration and communication.

15% Data Analytics and Budget Management:

- Analyze market trends and data to inform strategic decisions and optimize marketing initiatives.
- Utilize marketing analytics tools to assess the effectiveness of marketing activities and campaigns.
- Prepare detailed reports on marketing performance, providing insights and recommendations for future strategies.
- Manage the Fung Institute marketing budget effectively, ensuring optimal allocation of resources to achieve strategic goals.
- Track expenditures and provide regular financial reports to the Director of Marketing.

10%Other duties as assigned.

Required Qualifications

- Bachelor's degree in related area and / or equivalent experience / training.
- Thorough knowledge or the ability to gain knowledge of the campus and / or medical center, including its achievements, mission, vision, goals, objectives and infrastructure.
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products and services.

- Thorough analytical and written communication skills.
- Thorough knowledge of marketing mediums and funding sources.
- Thorough knowledge of communication principles, media, and marketing techniques.
- Strong project management skills.
- Strong interpersonal communication and political acumen skills.
- Strong skills in event and media activities management.
- Skill in mentoring less experienced staff.

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.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$80,400 to \$95,000 yearly (\$6,700.00 to \$7,916.67 monthly). This is a 100% FTE, 2-year contract position eligible for benefits. This position is FLSA Exempt and paid monthly.

Other Information

This is a 100% FTE, 2-year contract position with the possibility of extension.

How to Apply

To apply, please submit your resume and cover letter.

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the

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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 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.

"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](#)

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](#).



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To apply, visit

https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS.CG_S

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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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