

**Associate Director of Marketing - Cal Performances**  
**University of California, Berkeley**

Direct Link: <https://www.AcademicKeys.com/r?job=255432>

Downloaded On: Apr. 20, 2025 2:47am

Posted Apr. 7, 2025, set to expire Jul. 1, 2025

**Job Title** Associate Director of Marketing - Cal Performances  
**Department** Cal Performances  
**Institution** University of California, Berkeley  
Berkeley, California

**Date Posted** Apr. 7, 2025

**Application Deadline** Open until filled  
**Position Start Date** Available immediately

**Job Categories** Professional Staff  
Associate/Assistant Director

**Academic Field(s)** Graphic Design/Marketing

**Apply Online Here** <https://apptrkr.com/6125834>

**Apply By Email**

**Job Description**

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**Associate Director of Marketing - Cal Performances**

**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 mission, diverse student body, and commitment to equity and social justice. Since our founding in

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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

Under the direction of the Director of Marketing, the Associate Director of Marketing (ADM) is responsible for conceiving, planning, and executing marketing strategies designed to achieve subscription and single ticket earned revenue goals for Cal Performances, including prospecting campaigns to audience growth targets, to campus communities and Bay Area non-attendees. The ADM manages all paid advertising campaigns, including traditional media, programmatic, meta, Search, direct mail, email, and non-paid promotional partnerships and CRM targeting. The ADM supports the Director of Marketing in pricing strategies and monitors, tracks, and evaluates sales and pricing tactics. The ADM manages the creation of all marketing assets, including direct mail, print, paid digital ads, and radio; and supports the Director of Marketing in developing and implementing the creative direction for the annual season announcement and subscription campaign launch.

### Application Review Date

The First Review Date for this job is: April 17, 2025

### Responsibilities

#### 40 % Management of Marketing Advertising Campaigns

- Under the direction of the Director of Marketing, manages event budgets to determine appropriate media buys for individual events, subscriptions, and promotional campaigns. Researches and places all paid and trade advertising, including digital (programmatic, meta, Search, and others), radio, print, out-of-home, TV, etc., negotiating for maximum benefit.

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Oversees strategic promotional ticket giveaways and other promotional activities to complement media buys.

- Develops and manages marketing plans for annual subscription campaign(s); approximately 60 distinct events each season (across five venues); prospecting campaigns; annual winter sale campaign (and other large promotional campaigns); awareness campaigns; and other campaigns as deemed necessary.
- Develop CRM segmentation for digital and direct mail campaigns
- Collaborates with the email team on overall strategy, creative direction, content, targeting, and segmentation.
- Works closely with the Director of Marketing to develop pricing strategies, including subscription, single-ticket, dynamic, student, and promotional.
- Tracks expense and earned revenue budgets.
- Develop and manage the production schedule for advertising campaigns and individual event marketing plans. Trafficks job orders with the designers manage all appropriate University and Cal Performances requisition paperwork; copywriting for print, radio, and digital ads; proofreading and editing; and delivers creative to publisher or vendor, ensuring all deadlines are met at each phase of production.
- Responsible for securing media sponsors and community partners. Conceives, pitches, negotiates, and drafts final agreements, ensuring maximum benefit for the organization and ensuring Cal Performances' delivery of benefits according to the terms of agreements.
- Tracks analyzes, and reports on advertising results, including conversion tracking for various audience segments, including new-to-file, subscriptions, repeat attendance, student, etc., and makes recommendations for future media buys based on learnings.
- Tracks and reports on on-sales, sales and promotions, and other earned revenue strategies.
- Stay current on the latest advertising strategies and technologies and make recommendations as appropriate.

**20% Creative and Brand Adherence**

- Supports the Director of Marketing in developing the creative direction for the organization's annual season launch, including oversight of the design and production of subscription campaign materials.
- Serves as team leader for the marketing group to establish and coordinate the creative content for marketing materials, including serving as point person for the team in initial contact with agents and artists.
- Works with a copywriter to establish overall event copy, content focus, and strategies for all event marketing, including traditional advertising (print, radio, television), digital advertising, email communications, web, and promotional signage.

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- Strategizes and directs usage of creative assets for subscription and individual event campaigns, including photos, video clips, quotes, branding assets, etc.
- Oversees all marketing and organizational materials for consistency and brand adherence. Proofs and edits all materials, including all advertising, web, and email content.
- Serves as branding ambassador and resource to other Cal Performances departments in a limited capacity in the development of unique campaign materials.

**20% Student and Campus Outreach**

- Works in collaboration with the Directors of Marketing and Communications on strategies for marketing to students and the campus community.
- Executes and manages student-specific paid and grassroots marketing campaigns.
- Manages student outreach activities, including Cal Day, Caltopia, Student Receptions, etc.

**15% Supervision**

- This position manages several positions, including students, staff, and contractors.

**5% Other**

- Supports the Directors of Marketing and Communications with long-term planning and strategic goals.

**Required Qualifications**

- This is a hybrid position; candidates for this position must reside in the Bay Area
- Demonstrated experience in developing and executing comprehensive marketing plans; must have strong media buying skills
- Demonstrated experience working within a team and leading internal and external teams
- Knowledge and experience in best practices in print, digital, radio, and video content creation
- Demonstrated experience and superior analytical, budget management, and reporting skills
- Demonstrated exceptional project management skills, including experience managing direct mail collateral, from conception through mailing
- Excellent writing and editing skills, including copywriting for print, digital, and radio
- Must have a strong visual aesthetic and professional experience in design, including knowledge and understanding of graphic design (process, color, typography, and layout). Demonstrated ability to formulate a creative direction for graphic designers across a wide variety of marketing

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channels, project scopes, and sizes

- Experience in delegating projects and tasks and providing effective follow-up
- Demonstrated ability to work under pressure and perform multiple tasks under tight deadlines
- Must be meticulous and detail-oriented with all work
- Must have strong negotiation skills and proven ability to work with a variety of vendors and contractors
- Proficient in Google Sheets and Docs; Excel and Word; Adobe Photoshop, Acrobat, and Premiere
- Demonstrated knowledge and experience with digital advertising strategies
- The successful candidate will have a love for and understanding of the performing and visual arts, in all genres and forms
- High capacity for working in a fast-paced, ever-changing environment with an ability to quickly and efficiently adapt to new information and/or changing priorities
- Resourceful and eager to learn new systems, processes, and technologies

### Preferred Qualifications

- 10 years of arts marketing management or related experience
- 5 years experience with programmatic, meta, and Search paid advertising strategy and execution
- Demonstrated experience with Tessitura Ticketing and Tessitura Analytics, JCA's Revenue Management Application (Vivian)
- Experience working within a large campus environment

### 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 the final candidate's qualifications and experience.

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The budgeted salary range that the University reasonably expects to pay for this position is \$98,600 - \$120,000.00

**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 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

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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](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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