

Marketing and Communications Specialist, Helen Diller
Institute (7551U), Berkeley Law - 77599
University of California, Berkeley

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Posted Apr. 15, 2025, set to expire Jul. 1, 2025

Job Title	Marketing and Communications Specialist, Helen Diller Institute (7551U), Berkeley Law - 77599
Department	Helen Diller Institute
Institution	University of California, Berkeley Berkeley, California
Date Posted	Apr. 15, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
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Job Description

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Marketing and Communications Specialist, Helen Diller Institute (7551U), Berkeley Law - 77599

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

At the Helen Diller Institute, we are committed to elevating the discourse on Israel and contemporary Jewish issues not merely as an intellectual exercise, but to cultivate more educated leaders for tomorrow. Everyday, we provide a rich academic forum for our nation's future leaders to explore the breadth and complexity of these critical topics, creating dynamic spaces where students and the wider community can thoughtfully exchange ideas. Our programs introduce students to world-class thinkers while building a community of faculty and peers to support them throughout their college experience. At a time when polarization is more severe than ever, we are committed to bringing integrity, excellence, and grit to fostering civil discourse, inspiring more resilient and educated leaders.

The Helen Diller Institute houses two core programs that encompass the work that we do on Berkeley's campus and beyond - our Program on Israel Studies, and our Program on Jewish Law, Thought and Identity. The Institute engages students by sponsoring courses taught both by Berkeley faculty and by visiting faculty from Israel, coordinating experiential learning programs in Israel, and housing a fellowship for Berkeley undergraduate students. In addition to our work with students, the Helen Diller Institute is committed to bringing professors from Israel's top universities to teach at Berkeley during their sabbatical years. The Helen Diller Institute also hosts dozens of lectures and programs every academic year, many of which are open to the public. We provide the UC Berkeley campus community with colloquia, symposia, and workshops which explore Israel studies and contemporary Jewish issues.

This position fills a vital role at the Helen Diller Institute (HDI) and will be responsible for duties in the

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areas of communication, outreach, marketing, and digital and social media. It is essential to have one staff member manage and coordinate this work and integrate it across the work of the Institute. This position supports the Helen Diller Institute's operational and strategic priorities by streamlining our communication and outreach with campus entities and with the community (inclusive of our donor community), on our website, and in our marketing and advertising through calendars, newsletters, journal ads and banners, and other media. The position requires creative story telling skills to capture the relevance and impact of HDI across these mediums and appealing to different constituents.

Application Review Date

The First Review Date for this job is: April 24, 2025

Responsibilities

COMMUNICATIONS

- Coordinates communications programs for the Helen Diller Institute with Executive Director and Deputy Director.
- Oversees written, visual, digital, and electronic communications to promote and announce public and academic programs.
- Markets program events, engages students, and fosters community relations.
- Coordinates with Assistant Director for Student Engagement and Programs on student-related events and activities, including experiential learning.
- Assists with communication and marketing functions to support student engagement activities, including supporting the Global Internship Program and the Undergraduate Fellowship Program.
- Creates digital newsletters and blasts using Constant Contact, in coordination with the Executive Director.
- Assists Deputy Director and Executive Director with Advisory Board and stakeholder communications.
- Supports donor-related event marketing and execution.
- Collaborates with Executive Director and external partners to facilitate production of high-quality products such as advertising, newsletters, press releases, and testimonies.
- Ensures communication materials effectively deliver the desired message within budget and time constraints.
- Manages a robust catalog of Helen Diller Institute program recordings to enable public consumption.
- Creates and manages the Institute's podcast series from capturing audio to publishing on

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podcast platforms.

- Researches and resolves communication-related problems.
- Identifies specific communications needs and consults with Executive Director to develop content and processes for organizational improvements.

MARKETING

- In coordination with the Institute's Executive Director and Deputy Director, creates spotlights and testimonies from students, alumni, faculty, and donors.
- Develops content as part of the Institute's marketing, branding, and development strategy.
- Facilitates the digital and print advertising process, including coordination of copy language and graphics.
- Coordinates advertising placements and schedules.
- Communicates with Institute contractors and external vendors, including designers, digital media, and marketing specialists.
- Executes strategy, plans, and projects regarding communications, marketing, and digital media.
- Drafts and/or edits copy for other marketing projects and programs such as publications, advertisements, press releases, and announcements.
- Writes descriptions of upcoming events and newsworthy items about the Institute.
- Conducts short interviews and gathers testimonies of students, faculty, or donors relating to marketing campaigns, appeals, or impact reports.
- Assists Executive Director, Deputy Director, and external vendors in strategizing, crafting, and implementing the Institute's brand marketing campaigns.
- Partners with Berkeley Law's Communications Department to ensure branding standards are met.
- Tracks data for marketing, development, foundation grant reporting, and impact reports purposes.
- Helps coordinate and oversee data collection and infographics for the Institute to influence decisions, assess progress, and consider improvements.

DIGITAL MEDIA

- Maintains and updates the Institute's website using Open Berkeley.
- Ensures all website information is accurate and up to date.
- Innovates website design and presentation.
- Coordinates and oversees the Institute's social media presence to promote Institute programs and events.
- Develops and manages the Institute's social media strategy.
- Collaborates with an outside contractor to optimize the Institute's social media presence.

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MISCELLANEOUS

- Participates in professional development and training opportunities.
- Performs other duties as assigned.

Required Qualifications

- Solid knowledge of communication, marketing, and digital and social media principles, concepts, strategies and best practices.
- Strong interpersonal and teamwork skills; ability to coordinate and manage communications and marketing related work among staff, student workers, and other stakeholders.
- Ability to learn and or has knowledge and understanding of the campus and of the Helen Diller Institute, including its achievements, mission, vision, goals, objectives and infrastructure.
- Strong communication and design skills; knowledge of institutional products and services; ability to work closely with independent contractors -- graphic designers, marketing specialists -- on a deliverable.
- Organizational skills and skills in file creation, maintenance and management.
- Solid written and oral communication skills.
- Knowledge and experience working with content management systems (CMS), including WordPress, Open Berkeley or similar.
- Constant Contact , Canva: design template for newsletter, flyers
- Strong computer skills, including proficiency with MS Office, Google suite, and video conferencing platforms.
- Ability to learn new computer programs and software systems.
- Strong attention to detail and editing skills.
- Ability to use the utmost discretion in managing sensitive information learned in the course of performing their duties.
- Demonstrated ability to collaborate and work effectively with individuals and groups from a wide range of backgrounds, experiences, and perspectives.
- Demonstrated commitment to fostering an inclusive and supportive environment that promotes collaboration and mutual respect among all members of the UC Berkeley community and its stakeholders.
- Must demonstrate strong interpersonal skills, including the ability to engage with and understand individuals from varied academic, socioeconomic, cultural, disability, gender, and ethnic backgrounds.

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Education/Training:

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

Preferred Qualifications

- Professional certification preferred.

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 hourly range that the University reasonably expects to pay for this position is \$33.00 - \$38.00/hr. This is a non-exempt, bi-weekly paid position.
- This is a 1-year, full-time (40 hours/week), Contract position with possible extension contingent on continued funding.
- This position is eligible for full UC benefits
- 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.

How to Apply

To apply, please submit your resume and cover letter.

Conviction History Background

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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.

SB 791 and AB 810 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](#)

Other Information

This is not a visa opportunity.

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

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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