

**Marketing Communications Assistant Project Manager  
(7461U) 78761  
University of California, Berkeley**

Direct Link: <https://www.AcademicKeys.com/r?job=258081>

Downloaded On: Jun. 13, 2025 7:13am

Posted Jun. 10, 2025, set to expire Jul. 1, 2025

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|-----------------------------|---|
| <b>Job Title</b>            | Marketing Communications Assistant Project Manager (7461U) 78761      |
| <b>Department</b>           | Student Affairs Communications  |
| <b>Institution</b>          | University of California, Berkeley<br>Berkeley, California            |
| <b>Date Posted</b>          | Jun. 10, 2025   |
| <b>Application Deadline</b> | Open until filled   |
| <b>Position Start Date</b>  | Available immediately   |
| <b>Job Categories</b>       | Professional Staff  |
| <b>Academic Field(s)</b>    | Graphic Design/Marketing<br>Communications/Public Relations           |
| <b>Apply Online Here</b>    | <a href="https://apptrkr.com/6284973">https://apptrkr.com/6284973</a> |
| <b>Apply By Email</b>       |   |

**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

Student Affairs Communications is responsible for the design and implementation of communications for Student Affairs' initiatives that serve the entire UC Berkeley campus. This team works collaboratively with central campus offices (Public Affairs, University Relations), respective functional owners called "clients" from a variety of departments (Financial Aid and Scholarships, Registrar, Dean of Students, Residential and Student Service Programs including housing, dining and hospitality), and partner offices (academic units, Administration and Finance) to successfully launch and sustain Student Affairs communications initiatives.

## Application Review Date

The First Review Date for this job is: June 20, 2025

## Responsibilities

The Marketing Communications Assistant Project Manager will serve as marketing and communications support for several departments within Student Affairs. Under the direction of the Associate Director of Student Affairs Communications as well as several team Marketing Communications Project Managers, the Marketing Communications Assistant Project Manager completes assignments in support of comprehensive multidisciplinary communications campaigns.

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Assignments include tasks in support of projects related to content creation, design, digital work, social media, photography, videography, and more. This position works collaboratively with a creative team including designers, writers, and social media and web specialists. Working under direction, the position will also coordinate with staff in departments across the Division of Student Affairs to receive necessary information, and deliver assets for review.

- Under general supervision, completes tasks that help build awareness about key Student Affairs initiatives (such as housing and dining offerings, financial aid support, recreational offerings, and more). Tasks include:
  - Setting up communications projects in Asana (project management software) and assigning creative staff to respective tasks
  - Creating and updating documents in support of communications campaigns such as email campaign, website tracking sheets, or photography or videography shot lists /schedules
  - Tracking task completion and following up with staff to ensure deadlines are being met
- Creating and organizing project and photo files in Google Drive
- Creates and updates marketing materials including website and email content
- Gathers needed information and supporting collateral from staff in relevant departments across the Division.
- Coordinates with staff across the Division to secure student models for photo / video shoots and determine plans for necessary building access etc.
- Creates follow up communications plans to ensure information is provided in a timely manner.
- Researches marketing and communications campaigns and strategies at peer or competitor institutions and external industries
- Compiles reports / recommendations that can be assessed in discovery phases of marketing campaigns to inform campaign direction / work
- Tracks metrics of campaign performance, compiles comprehensive campaign reports and shares with clients
- Proposes potential improvements of future campaigns based on campaign performance.
- Other duties as assigned.

### **Required Qualifications**

- Demonstrated working knowledge of concepts and principles of communications including email, web, social, and design.
- General knowledge of the usage and applications of electronic communication tools and skill in using the same.
- Ability to gain working knowledge of the University, its achievements, mission, vision, goals,

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objectives, programs and infrastructure and/or comparable institutional knowledge.

- Good written, verbal, interpersonal communication skills and political acumen.
- Good organizational skills.
- Skill to maintain confidentiality.
- 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 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 \$32.56 - \$35.92

- This is a 100% full-time (40 hours per week), one year contract position that is eligible for full UC benefits.
- This position is non-exempt and paid bi-weekly.
- This is not a visa opportunity
- This position is eligible for up to 75% 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.

### **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

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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 Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, protected veteran status, or other protected status under state or federal law.

**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

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