

Social Media, Digital Content and Engagement Specialist University of California, Berkeley

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Posted Jun. 24, 2025, set to expire Jul. 1, 2025

Job Title	Social Media, Digital Content and Engagement Specialist
Department	Cal Performances
Institution	University of California, Berkeley Berkeley, California
Date Posted	Jun. 24, 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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Social Media, Digital Content and Engagement Specialist

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 Social Media, Digital Content and Engagement Specialist works at the direction of the Director of Communications to strategically manage, as well as produce, schedule, and deploy original content across all Cal Performances-owned media platforms, including writing and editing, graphic production for social media and web, video content and project management of larger-scale digital content production projects. This position manages Cal Performances' comprehensive social media strategy, which includes collaborating with other members of the organization to determine how social content will connect or translate across other digital platforms (web, email), and advising the organization on the most effective channels, tactics, and organic content to use across all social media platforms. This position interfaces with all departments within Cal Performances, and is entrusted with finding creative ways to show the breadth of Cal Performances' operations and impact through digital content creation.

This position plays a key role in elevating and actualizing Cal Performances' audience development strategies by enabling the organization to reach new audiences, providing a welcoming point of entry, creating content that demystifies the artistic experience, and delivering on key sales objectives through promoted content in partnership with the marketing team.

Application Review Date

The First Review Date for this job is: July 4, 2025

Responsibilities

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PRODUCTION AND DEPLOYMENT FOR SOCIAL MEDIA

Attends performances, special events, and other artist- and campus-related activities to capture social media content, and/or arrange for content to be collected for social channels.

Engages directly with social media audiences via replies, responding to direct messages and stories, etc., working with the Director of Communications to craft responses when appropriate; actively monitors overall channel engagement and elevates issues and concerns to Director of Communications (communications/PR concerns) and Associate Director of Marketing (ad-related concerns) as necessary.

Coordinates with the Media Relations Manager to increase awareness for Cal Performances' publicity on social channels.

Coordinates with artists' management to plan and execute artist-specific social media activities, including collaborations, takeovers, and other cross-promotional activities.

Utilizing Google Analytics, Sprout Social, and the social platforms' data insights, analyzes, reviews, and reports on the effectiveness of posts and content to maximize results. Stays on top of social media trends to ensure effective content creation and deployment, and maintains an understanding of differences in audience and audience expectations across each social media channel.

SOCIAL MEDIA ADVERTISING

Collaborates with the Associate Director of Marketing to ideate and create cohesive Meta ad campaigns (image and video) for subscriptions, single-ticket sales, enrichment, lead generation, promotions, and individual performances.

Manages yearly social media boosting budget, including identifying organic promotions and content that would benefit from ad spend.

Strategizes and deploys tactics to convert social media followers to ticket-buyers through compelling organic content and calls to action.

CONTENT PRODUCTION AND DEPLOYMENT FOR WEB AND MOBILE PLATFORMS

Under the direction of the Director of Communications and working in conjunction with the digital team, produces and deploys content for Cal Performances' website and mobile platforms as needed,

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including writing and posting blog posts, creating graphic content, and uploading videos and photos.

Works with Director of Communications to strategize content to populate the Cal Performances blog, Beyond the Stage, and creates original content for the blog monthly to engage current audiences and serve as a point of entry for new audiences (largely through SEO). The production of digital content for the blog often involves filming organic content on the UC Berkeley campus, editing, and creating engaging text to contextualize the video content.

Project manages production and trafficking of select video content, including acting as liaison with outside contracted vendors and managing the uploading of content to and organization of content on Cal Performances' YouTube and Vimeo channels.

Works with the Web and Marketing Technology Manager to plan and design slides for digital screens appearing in the performance hall.

Creates visual design of presentations to be used by Cal Performances leadership on an as-needed basis.

SUPERVISION

Supervises, trains, and manages the work of a social media student assistant. Acts as editor and gatekeeper for all student work posted to public digital platforms.

May, on occasion, support and take a leadership role in organizing in-person student engagement events.

Required Qualifications

- Excellent demonstrated writing and editing skills across a wide variety of channels.
- Demonstrated experience and knowledge of concepts and principles of social media and marketing, including significant experience working on the following social media platforms: Facebook, X, TikTok, Instagram, YouTube, Vimeo, LinkedIn.
- Knowledge of best practices for social media advertisement creation and promotion.
- Demonstrated ability to stay current on social media best practices, and advise on adoption of new platforms and channels as necessary.
- Demonstrated ability to film and edit video content.
- Working knowledge of Adobe Creative Suite: Photoshop, Premiere (or other video editing software), Acrobat; Microsoft Office (or Google product equivalent): Excel, Word, PowerPoint;

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and Canva.

- Demonstrated initiative and the ability to work independently, as part of a team, and with large numbers of people in various areas of organizational responsibility.
- Ability to effectively manage numerous projects simultaneously in various stages of development, and to effectively develop, implement, and coordinate long-range departmental goals.
- Ability to work under pressure of deadlines, utilizing excellent organizational skills, time management efficiency, and careful attention to detail.
- Demonstrated supervisory skills to manage and delegate responsibility to student employees, interns, volunteers, and contracted vendors such as photographers, videographers, graphic designers, and writers.
- Bachelor's degree in a related area and/or equivalent experience/training.

Preferred Qualifications

- Broad base experience and knowledge of the business of performing arts, including organizations, trends, and performing artists in music, dance, and theater.
- High-level knowledge of website best practices, including writing for SEO.
- Experience with Sprout Social social media management platform.

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 hourly range that the University reasonably expects to pay for this position is \$29.31 to \$42.00.

How to Apply

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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 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.

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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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