

Director of Marketing and Communications (7552U) 79389
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=259784>

Downloaded On: Jul. 17, 2025 3:21pm

Posted Jul. 16, 2025, set to expire Jun. 30, 2026

Job Title	Director of Marketing and Communications (7552U) 79389
Department	Theater, Dance, and Performance Studies
Institution	University of California, Berkeley Berkeley, California
Date Posted	Jul. 16, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
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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.

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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 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 Department of Theater, Dance, and Performance Studies (TDPS) teaches performance as a mode of critical inquiry, innovation, creativity, knowledge production, and public engagement.

Within our active experiential learning spaces, our students develop strong analytical and technical capacities. Our graduates are uniquely equipped to bring a just, creative, interconnected, and relational approach to the pressing challenges of our time.

The Director of Marketing & Communications in the Department of Theater, Dance, and Performance Studies is responsible for highlighting and promoting awareness of all departmental programming, including events, performances, showcases, classes, and other departmental initiatives and activities. This visibility is achieved via website and social media presence, a newsletter, specific outreach pieces, and other communications efforts generated by this position. This position additionally coordinates with the Arts and Humanities development staff and the Chair on fundraising activities in the department by creating communications content and engaging in fundraising strategy and planning.

Application Review Date

The First Review Date for this job is July 15, 2025

Responsibilities

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- Manages all external communication including website, social media, newsletter, press releases, and other outreach. Coordinates design, production, and distribution of publications and promotional materials including season and project posters, postcards, flyers, signage, alumni material, etc.. Maintains vast archive of production material including photos, video, and programs. Coordinates and oversees all photo/video shoots for promotional and archival purposes on mainstage, studio, and workshop productions as well as selected events and performances. Incorporates learnings and best practices to consistently improve and evolve marketing materials.
- Coordinates ticketing and front of house support for departmental performances.
- Assists in departmental events and receptions in connection to performances, and provides communication surrounding events to internal and external audiences. Creates a briefing for front of house staff on content and specifics of upcoming productions.
- Manages department website and executes design updates including maintaining standards for website accessibility
- Coordinates departmental outreach and development activities including alumni events, Big Give, and occasional talks.
- Researches and analyzes marketing trends for effectiveness and growth, reporting on results and making recommendations to departmental leadership. Utilizes marketing analytics tools to assess the effectiveness of marketing activities and campaigns. Prepares reports on marketing performance, providing insights and recommendations for future strategies.
- Establishes and maintains contacts with internal and external marketing professionals and vendors; e.g., artists, designers, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, etc.

Required Qualifications

- Exceptional analytical and written communication skills.
- Thorough knowledge of communications principles and practices, as well as media and marketing strategies.
- Strong project management skills.
- Strong interpersonal communication skills.
- Experience in social media and website content strategy and development.
- Experience with vendor supervision inclusive of graphic design, video content, and printing services.
- Strong writing and copyediting skills.
- Bachelor's degree in related area and / or equivalent experience / training

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Preferred Qualifications

- Experience in the arts or arts education.
- 3 or more years of marketing and communications experience and / or equivalent experience / training.
- Experience and acumen in graphic design and content creation.

Salary & Benefits

This is a full-time, career position.

This position is eligible for the full range of UC 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 range that the University reasonably expects to pay for this position is \$80,400 - \$112,900 annually.

Other Information

This is not a visa opportunity.

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

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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.

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.

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Contact

N/A

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