

Director of Communications (5887U) - 80516
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=261483>

Downloaded On: Aug. 21, 2025 5:44pm

Posted Aug. 21, 2025, set to expire Jun. 30, 2026

Job Title Director of Communications (5887U) - 80516
Department Berkeley School of Education
Institution University of California, Berkeley
Berkeley, California

Date Posted Aug. 21, 2025

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Director/Manager

Academic Field(s) Communications/Public Relations

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Apply By Email

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 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.

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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 Berkeley School of Education (BSE) is one of the nation's top-ranked schools of education, offering unparalleled scholarship and professional training that prepares future leaders of education policy, practice, and research. With one of the most diverse faculty and student bodies at UC Berkeley, in a community rooted in equity and social justice, the students and faculty of BSE are joined by their shared commitment to understanding and improving the complex world of education. A central mission of BSE is to improve teaching and learning for all students in our schools by preparing the next generation of teachers, administrators, educational researchers, and school psychologists in exemplary academic and professional preparation programs, with an emphasis on working with diverse students in urban settings. BSE graduates make a global impact as researchers, professional educators, leaders, and innovators.

Position Summary

The Director of Communications is a key member of the BSE leadership team. The director develops, implements and executes a marketing and communications strategy for the School that amplifies the school's expertise, efforts and impacts and leads the communications team. The Director works in written, visual, and digital communications and marketing for internal and external audiences. The Director in collaboration with the Dean and the Dean's Cabinet helps to develop and promote the School brand identity and maintains and monitors brand communications to campus and internal and external audiences.

Application Review Date

The First Review Date for this job is: 09/02/2025.

Responsibilities

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- Develops and implements strategic marketing and communications plans for the BSE, in alignment with the larger UC Berkeley brand.
- Produces, writes, and oversees the production of a variety of written, visual, and electronic communications, specifically: The School's monthly internal and external newsletters and other email communications, online features, profiles and testimonials, event materials, web and social media content, brochures, print magazines, and annual reports.
- Brings creativity and the ability to leverage digital technology to convey the BSE's mission and impact.
- Provides executive communications support to the dean including preparation of talking points, remarks, and newsletter messages.
- Provides advice and counsel to School administration (Development and External Relations, Finance, Student Services, HR, Facilities, IT) and core academic programs on all aspects of communications, including strategic planning, effective messaging, branding, problem resolution, and crisis and change communications, identifying specific communications needs and developing the content and process for organizational improvements.
- Works with the Dean and Dean's Cabinet to build an organizational strategy for amplifying the school's expertise, efforts and impacts and to create tools and content designed to position the organization strategically within the campus, the growing BSE community, and the broader field of education.
- Manages and mentors a team of communications professionals, and/or students with diverse expertise, such as writing, design and production, web and digital management, and content marketing.
- Identifies and implements strategies for creating greater visibility for the BSE at the state, national and international level, including the development of relationships with key influencers and stakeholders and the ongoing expansion of the BSE contacts database.
- Works closely with vendors such as designers, printers, photographers, web developers, and writers to deliver high quality marketing and communications pieces within budget and time constraints.
- Participates in workshops, trainings, and other professional development opportunities; other duties, as assigned.

Required Qualifications

- Advanced knowledge and understanding of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.
- Advanced knowledge and understanding of all aspects of communications, including strategic

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planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.

- Advanced knowledge and understanding of technical applications to direct professional technical staff, or personally perform technical work, including content strategy, writing, and editing; website and other digital media; design concepts and execution; social media; content marketing, and other applications.
- Advanced skills to create, develop, and implement long- and short-term strategic communication plans and brand strategy with advanced skills in communications and brand project management.
- Experience building and sustaining relationships with various media outlets to highlight organizational expertise and impact; experience building the understanding and skills of organizational members to communicate the significance and impact of their work through various forms of media.
- Advanced skills to advise and consult management on all aspects of communications, ranging from developing effective communication strategies to appropriately responding to inquiries regarding sensitive or complex issues or information.
- Excellent written, verbal, interpersonal communications, active listening and political acumen skills.
- Ability to clearly, engagingly, and persuasively convey complex messages in long-form and short-form, in a variety of media including electronic and print, and in tone and style and at levels of detail and technical depth appropriate for diverse audiences of varying knowledge.
- Experience building cohesive, high-performing teams through excellent management.
- Excellent interpersonal skills and the ability to work effectively across the organization at all levels; high degree of emotional intelligence; demonstrated ability to work effectively with and build consensus among a variety of populations, including faculty; demonstrated expertise building collaborations and driving decisions.
- Demonstrated skills in problem identification and resolution, sound judgment and decision-making, critical thinking/analysis, risk management, negotiation, creative problem solving, and organizational skills.
- Bachelor's degree in related area and/or equivalent experience/training.

Preferred Qualifications

- Ability to maintain confidentiality, objectivity, sensitivity, discretion, professionalism, and exercise good judgment and tact.
- Demonstrated skills with common computer application programs, including the Microsoft Office Suite, Google Workspace, and communication tools and databases.
- Working knowledge of and/or can quickly learn UC Berkeley, including its mission, vision, goals, policies, and infrastructure; strong knowledge of current affairs and issues in higher education.

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- Demonstrated knowledge of the K-16+ education landscape and commitment to excellence and equity in public education.

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 annual salary range that the University reasonably expects to pay for this position is \$120,000.00 - \$160,000.00.

- This is an exempt monthly-paid position.

How to Apply

- To apply, please submit your resume and cover letter.

Other Information

- This is not a visa opportunity.
- 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.

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

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employment contingent upon successful completion of the background check.

SB 791 and AB 810 Misconduct Disclosure Requirement: 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.

To apply, visit

https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS_CG_S

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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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