

Assistant Director, Digital Marketing (7552U),  
Intercollegiate Athletics - 80962  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=262229>

Downloaded On: Sep. 10, 2025 12:01am

Posted Sep. 9, 2025, set to expire Jun. 30, 2026

<b>Job Title</b>	Assistant Director, Digital Marketing (7552U), Intercollegiate Athletics - 80962
<b>Department</b>	Intercollegiate Athletics
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	Sep. 9, 2025
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff Associate/Assistant Director
<b>Academic Field(s)</b>	Graphic Design/Marketing Athletics and Recreation Services
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**Job Description**

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**Assistant Director, Digital Marketing (7552U), Intercollegiate Athletics - 80962**

**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 Intercollegiate Athletics consists of more than 250 staff members and coaches and sponsors 30 varsity sports programs. These 30 programs include more than 850 student-athletes who participate in the various sports programs annually within the National Collegiate Athletics Association (NCAA). We are currently seeking an Assistant Director, Digital Media. We are looking for a creative and forward thinker, is analytical and strategic, while also diving right into the execution of our marketing campaigns.

## Position Summary

The Assistant Director, Digital Media will help Cal Athletics shape its communications strategy to develop a single view of the customer, refine the customer journey, and deliver personalized content across all channels and devices. This position will be responsible for developing the department's overall email marketing plan to create, launch, manage, and optimize segmented and targeted programs in support of demand generation, retention, and customer loyalty. In addition, this position will also be responsible for tracking email metrics, ROI, reporting on successes, and optimizing campaigns for future success. Along with the position's role in email marketing, it will also lead the grassroots marketing effort campaign plans engage with additional stakeholders.

## Application Review Date

The First Review Date for this job is: 09/19/2025.

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## Responsibilities

- Coordinates activities including events and promotional materials and products designed to promote awareness of the department and/or campus services, programs or products within the campus community or to the general public.
- Manages strategy and creative development process for all sales, renewal and retention email and marketing automation campaigns, providing direction and overseeing execution including design, testing, optimizing, and reporting.
- Assists other staff on email and marketing campaigns for their assigned sports/units.
- Works closely with Assistant AD of Sales to determine sales strategy and campaign outlines.
- Works directly with CRM manager to accurately pull seed lists, and filter segments for campaigns.
- Coordinates design, production and distribution of publications and other promotional materials, including internet or web materials, press releases, advertisements, catalogs, brochures, flyers, signage, A/V presentations, displays, exhibits, et cetera.
- Leads departmental social media strategy, campaigns and postings for main department accounts.
- Advises other staff on strategy, engagement, grassroots efforts, and how to incorporate other units (i.e. Sales, Learfield, etc.) into social media posts/campaigns.
- Monitors accounts for potential breaking news and issues management.
- Researches trends and current pop culture events to ensure Cal Athletics accounts are timely and consistently in the conversation.
- Maintains social media accounts for assigned teams/units.
- Researches, analyzes, monitors and evaluates marketing and/or sales efforts for effectiveness, reporting results to appropriate higher levels of administration.
- Plan and execute engagement/promotional plans for assigned teams/programs.
- Serve as "Show Director" for their specific sport responsibilities.
- Research new and different promotional ideas to drive attendance to games.
- 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, et cetera.
- Monitors marketing and, advertising sub-budget(s) for units/sports as assigned, ensuring that budget goals are met; as required, meets revenue-generating goals through effective relationships with external sources.
- Builds relationships with outside (non-campus affiliated) companies and organizations.

Support the development and execution of comprehensive social media strategies across platforms (Instagram, X, Facebook, TikTok, LinkedIn, etc.)

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- Optimize website content, structure, and performance to align with SEO best practices and user experience standards.
- Manage and track performance of email marketing campaigns, including list segmentation, automation, and analytics.
- Collaborate with creative, marketing, and external units to ensure consistent brand voice and alignment across all digital channels.
- Monitor trends, platform updates, and performance data to inform strategic decisions and drive continuous improvement.

Other, including professional development.

### **Required Qualifications**

- 2+ years of experience in digital marketing, including email marketing, content creation, and analytics, preferably in a sports or entertainment context.
- Strong understanding in email marketing platforms (Paciolan, Eloqua, or similar) and marketing automation tools.
- Ability to track and analyze campaign performance with a focus on engagement, conversion, ROI/ROAS, and lead generation.
- Thorough analytical and written communication skills.
- Thorough knowledge of communication principles, media, and marketing techniques.
- Strong project management skills.
- Strong interpersonal communication and political acumen skills.
- Bachelor's degree in related area and/or equivalent experience/training.
- Knowledge of applicable NCAA and ACC rules and regulations.

### **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

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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 \$82,800.00 - \$85,000.00.

The full range for this classification is \$82,800.00 - \$149,800.00.

- 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.

### 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.

### Mandated Reporter

This position has been identified as a Mandated Reporter required to report the observed or suspected abuse or neglect of children, dependent adults, or elders to designated law enforcement or social service agencies. We reserve the right to make employment contingent upon completion of signed statements acknowledging the responsibilities of a Mandated Reporter.

**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.

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"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.

### **Referral Source Info**

This job is part of the Employee Referral Program. If a UC Berkeley employee is referring you, please ensure you select the **Referral Source** of "UCB Employee". Then enter the **Employee's Name** and **Berkeley E-mail** address in the **Specific Referral Source** field. Please enter only one name and email.

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**

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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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