

Director, Advertising & Digital Marketing (4138U)
Intercollegiate Athletics 81011
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=262231>

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

Job Title	Director, Advertising & Digital Marketing (4138U) Intercollegiate Athletics 81011
Department	Intercollegiate Athletics
Institution	University of California, Berkeley Berkeley, California
Date Posted	Sep. 9, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager Professional Staff
Academic Field(s)	Graphic Design/Marketing Athletics and Recreation Services
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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 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 a Director, Digital Media. We are looking for a creative and forward thinker, someone who can lead talented people, is analytical and strategic, while also diving right into the execution of our marketing campaigns.

Application Review Date

The First Review Date for this job is: September 19, 2025

Responsibilities

The Director of Advertising & Digital Marketing will play a key role in shaping Cal Athletics' communications strategy by developing a unified view of the customer, refining the customer journey, and delivering personalized content across all channels and devices. This position will lead the department's overall email marketing strategy, including the creation, launch, management, and optimization of segmented and targeted programs aimed at driving demand generation, improving retention, and building customer loyalty. In addition to email marketing, the Director will oversee the digital strategy to support revenue generation efforts across various platforms. This includes tracking key metrics, measuring ROI, reporting on campaign successes, and continuously optimizing

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campaigns to ensure the best possible results.

- Shaping Cal Athletics' digital strategy by developing a unified view of the customer, refining the customer journey, and delivering personalized content across all channels and devices.
- Develop and execute digital advertising strategies, including paid social media, SEO/SEM, and other targeted campaigns for football, men's basketball, women's basketball, and other ticketed sports, as well as licensing and fundraising initiatives.
 - Create synergy between digital marketing, organic social media, and traditional advertising (television and radio commercials, media trade opportunities) to maximize revenue streams.
- Collaborate with the ticket office to create and manage email marketing campaigns within the Paciolan and Eloqua systems to maximize revenue opportunities.
 - Produce and facilitate a cohesive communication strategy for all revenue-generating initiatives, including email, direct mail, social media, mobile applications, and digital advertising campaigns for ticket sales, capital projects, fundraising, multimedia rights, and licensing.
 - Conduct market research on fan engagement and customer behavior to improve retention, awareness, interest, and sales efforts. Educate internal stakeholders on insights for developing incentive programs, pricing strategies, and marketing policies.
- Manages digital staff performance, career development, and adherence to job standards. Responsible for all aspects of the supervision of the unit.
- Manage assigned unit budget. Leverage resources across departments to create efficiencies in workflow, budget allocation, and information sharing.
- Develop internal processes to improve strategic planning, platform development, and technology investments.
- Coordinate cross-functional efforts with other internal units, ensuring alignment with overall business objectives and marketing strategies.
- This individual is responsible for guiding the day-to-day operations of the digital marketing team, including the development of fan-facing content, storytelling, and marketing campaigns that drive both engagement and revenue growth. They work cross-functionally with key stakeholders in ticketing, development, sponsorships, and student engagement to ensure cohesive, results-driven marketing strategies.
 - Build relationships with external companies and organizations, including non-campus affiliates, as necessary.
 - Participate in game days/nights and other relevant events to support marketing initiatives.
- As a supervisor, this role provides leadership and mentorship to a team of digital marketing professionals, fostering innovation, collaboration, and professional development. The Director is empowered to make critical strategic decisions that drive fan growth and enhance the overall Cal

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Athletics brand. They exercise sound judgment within program and department policies while identifying opportunities for marketing innovation, maximizing business impact, and expanding the fan base. The Director also collaborates with internal and external partners to ensure consistent messaging, effective audience targeting, and successful campaign outcomes.

Required Qualifications

- Bachelor's degree in Marketing, Communications, or a related field.
- 5+ years of experience in digital marketing, including email marketing, content creation, and analytics, preferably in a sports or entertainment context.
- Expertise in email marketing platforms (Paciolan, Eloqua, or similar) and marketing automation tools.
- Strong understanding of digital advertising, SEO/SEM, and paid social media strategies.
- Proven ability to track and analyze campaign performance with a focus on engagement, conversion, ROI/ROAS, and lead generation.
- Experience in developing and executing comprehensive marketing strategies across multiple digital channels.
- Strong written and verbal communication skills, with the ability to present insights and recommendations to leadership.
- Proven ability to collaborate with cross-functional teams and manage multiple projects simultaneously.
- Knowledge of fan engagement and customer behavior analysis to improve marketing efforts.
- Strong project management skills and attention to detail.
- Ability to work in a fast-paced environment, balancing competing priorities and deadlines.
- 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

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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 or hourly range that the University reasonably expects to pay for this position is \$85,000 - \$95,000.

The entire range is \$74,400 - \$103,800.00

- This position is exempt and paid monthly.
- This is a 100% full-time (40 hours per week), career position that is eligible for full UC benefits.

How to Apply

To apply, please submit your resume and cover letter.

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.

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.

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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