

Sales Manager (7556U), Lawrence Hall of Science -  
81581  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=263437>

Downloaded On: Oct. 6, 2025 4:32pm

Posted Oct. 6, 2025, set to expire Jun. 30, 2026

<b>Job Title</b>	Sales Manager (7556U), Lawrence Hall of Science - 81581
<b>Department</b>	Lawrence Hall of Science
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	Oct. 6, 2025
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Director/Manager Professional Staff
<b>Academic Field(s)</b>	Fiscal Services Graphic Design/Marketing
<b>Apply Online Here</b>	<a href="https://apptrkr.com/6617150">https://apptrkr.com/6617150</a>

**Apply By Email**

**Job Description**

Image not found or type unknown



**Sales Manager (7556U), Lawrence Hall of Science - 81581**

**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.

Sales Manager (7556U), Lawrence Hall of Science -  
81581  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=263437>

Downloaded On: Oct. 6, 2025 4:32pm

Posted Oct. 6, 2025, set to expire Jun. 30, 2026

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 Lawrence Hall of Science is UC Berkeley's public science center, serving more than 150,000 visitors each year to programs and events onsite, 100,000 students and children in local schools and community settings. Our programs, products, and research impact youth, communities, educators, leaders and partners locally, nationally and globally.

Our mission is to inspire and engage through science discovery and learning in ways that advance access and opportunity. We do this by working with audiences that include learners, who experience our programs and products; educators, who work both in and out of school settings; and partners, who conduct research, build capacity for learning, and transform education systems. Research underlies everything we do, and we design all of our programs and products to have high impact beyond the walls of The Lawrence.

Since we were founded in 1968, The Lawrence has been at the forefront of science, technology, engineering, and math (STEM) learning. The Lawrence is unique among science centers as it is a Learning Lab. We design, develop and study a wide array of science, technology, engineering and mathematics learning programs and products for youth, families and adults from diverse backgrounds in our specialized facilities and through our community partnerships. Our spaces and partnerships offer unique opportunities for public engagement and learning.

## Position Summary

**Sales Manager (7556U), Lawrence Hall of Science -  
81581  
University of California, Berkeley**

Direct Link: <https://www.AcademicKeys.com/r?job=263437>

Downloaded On: Oct. 6, 2025 4:32pm

Posted Oct. 6, 2025, set to expire Jun. 30, 2026

Uses skills as a seasoned, experienced sales professional to lead a full range of sales and outreach activities for The Lawrence Hall of Science and its educational programs. Develops and implements strategic promotional efforts, outreach plans, and enrollment strategies to increase participation in museum visits, mobile science education programs, summer camps, teen research programs, and free access initiatives. Works closely with marketing, education, and operations teams to ensure aligned messaging and seamless customer experiences. Has a full understanding of best practices in educational sales, CRM management, and community engagement; applies judgment to resolve a wide range of operational and strategic challenges while advancing the museum's mission and access goals.

### **Application Review Date**

The First Review Date for this job is: 10/15/2025.

### **Responsibilities**

#### **Program Sales & Outreach:**

- Promote and sell The Lawrence Hall of Science and its educational programs to school administrators, teachers, community organizations, and families.
- Develop and maintain an annual sales plan to meet participation and revenue goals across all program areas: museum visits and add-ons, mobile science programs, summer camps, teen research programs, and more.
- Identify and pursue new leads through cold outreach, existing contacts, event attendance, and referrals.
- Cultivate long-term relationships with school districts, educational partners, and parent communities.
- Support the growth of museum visitation by promoting and managing free admission programs and access partnerships, with a focus on increasing participation among underrepresented groups.

#### **Pipeline & Booking Management:**

- Manage the full sales lifecycle, from lead generation through booking and follow-up.
- Track all sales activities in the CRM system, ensuring accurate and up-to-date records.
- Monitor program capacities and coordinate with internal teams to ensure availability aligns with sales efforts.
- Maintain high levels of customer service throughout the inquiry and booking process.

Sales Manager (7556U), Lawrence Hall of Science -  
81581  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=263437>

Downloaded On: Oct. 6, 2025 4:32pm

Posted Oct. 6, 2025, set to expire Jun. 30, 2026

### Marketing & Communication Collaboration

- Partner closely with the Marketing team to align messaging, campaign timelines, and audience targeting strategies.
- Provide input on marketing content to ensure it reflects customer needs, program features, and messaging
- Coordinate input from product owners in alignment with seasons and annual planning cycles (e.g., school year calendars, summer camp enrollment windows).
- Share customer insights and feedback with Marketing to inform materials such as brochures, email campaigns, digital ads, and social media content.
- Support the development of outreach campaigns by identifying priority segments and suggesting effective communication channels.
- Help evaluate the effectiveness of campaigns by reporting on lead conversion rates and customer response trends.

### Evaluation and Strategy:

- Analyze participation and sales data to identify trends and opportunities.
- Set measurable sales and outreach goals; identify and monitor key performance indicators (KPIs); and provide regular, transparent reporting to internal stakeholders to inform decision-making and track progress.
- Contribute insights to improve program offerings based on customer feedback and market demand.

Other duties as assigned by a supervisor.

### Required Qualifications

- Minimum 3 years of professional experience in sales, outreach, customer engagement, or a related field, with demonstrated success in building relationships and supporting participation or revenue goals.
- Demonstrated success in developing and executing sales strategies that increase participation and revenue across multiple audiences.
- Proven ability to cultivate and maintain relationships with variety of stakeholders, including educators, district administrators, community organizations, and families.
- Skilled at managing multiple, concurrent sales pipelines and timelines, ensuring accuracy in CRM systems while meeting performance benchmarks.

Sales Manager (7556U), Lawrence Hall of Science -  
81581  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=263437>

Downloaded On: Oct. 6, 2025 4:32pm

Posted Oct. 6, 2025, set to expire Jun. 30, 2026

- Strong collaboration skills with demonstrated experience working cross-functionally with marketing, product, and operations teams to align outreach strategies and customer messaging.
- Excellent written and oral communication skills, with the ability to create persuasive outreach materials, lead presentations, and respond effectively to educator and parent inquiries.
- Demonstrated capacity to collect and analyze data related to participation, revenue, and customer engagement in order to evaluate program effectiveness and inform future strategy.
- Strong organizational and administrative skills with keen attention to detail, thriving in a mission-driven environment that values thoughtful planning, collaboration, and high-quality customer service.
- Proven track record of accountability, consistently meeting goals and deadlines while maintaining professionalism, responsiveness, and integrity in all client interactions.
- Willingness to work occasional evenings or weekends to support outreach events or family engagement programs.
- Bachelor's degree in education, business, communications, or related area and/or equivalent experience/training.

### Preferred Qualifications

- Candidates with experience in science centers, youth-serving organizations, summer camps, afterschool programs, or educational travel/tourism are strongly encouraged to apply.
- Minimum 5 years of professional experience in sales or outreach, including senior-level responsibilities in customer engagement, revenue generation, and relationship cultivation.
- Experience with Tessitura, Salesforce, or other CRM/database tools used for tracking customer engagement and program enrollment.
- Bilingual candidates (especially in Spanish) are encouraged to apply.

### 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

Sales Manager (7556U), Lawrence Hall of Science -  
81581  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=263437>

Downloaded On: Oct. 6, 2025 4:32pm

Posted Oct. 6, 2025, set to expire Jun. 30, 2026

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 \$74,700.00 - \$89,250.00.

- 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.

"Misconduct" means any violation of the policies or laws governing conduct at the applicant's previous

Sales Manager (7556U), Lawrence Hall of Science -  
81581  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=263437>

Downloaded On: Oct. 6, 2025 4:32pm

Posted Oct. 6, 2025, set to expire Jun. 30, 2026

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](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

,

Sales Manager (7556U), Lawrence Hall of Science -  
81581

University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=263437>

Downloaded On: Oct. 6, 2025 4:32pm

Posted Oct. 6, 2025, set to expire Jun. 30, 2026