

Media Communications Specialist 3 (7462U), Bakar
BioEnginuity Hub - 81813
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=264383>

Downloaded On: Oct. 29, 2025 11:21am

Posted Oct. 28, 2025, set to expire Jun. 30, 2026

Job Title	Media Communications Specialist 3 (7462U), Bakar BioEnginuity Hub - 81813
Department	Bakar Labs
Institution	University of California, Berkeley Berkeley, California
Date Posted	Oct. 28, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	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.

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

Bakar Labs is a growing network of startup company incubators and associated programming, headquartered on the UC Berkeley campus. Under the Bakar Labs umbrella, the Bakar Fellows Program, Bakar Labs Campus Programs, and QB3-Central programs support a common goal of promoting innovation and entrepreneurship on the Berkeley Campus. The Bakar Fellows Program funds faculty working on academic research projects that have the potential for commercial application. This program also includes the Bakar Innovation Fellows who work in the laboratories of Bakar Faculty Fellows and together benefit from professional development activities and events that are part of the program. The Bakar Labs Campus Programs is a suite of programs that support faculty, students, postdocs, and staff interested in innovation and entrepreneurship. QB3-Central programs, such as Innovation Discovery and Early-Stage Mentoring, support Bakar Fellows, Bakar Labs, and other researchers across campus in translating academic discoveries to commercial activities.

Position Summary

The Media Communications Specialist will be responsible for providing news and information to a wide audience about scientific and educational programs including the Bakar Fellows Program, the Bakar Labs Campus Programs, and certain QB3-Central innovation activities, as well as provide critical communications support for events aimed at facilitating entrepreneurship activities. Audiences will include external media outlets, the public, all campus audiences, and peer institutes and programs throughout the US and internationally. The incumbent will also be responsible for initiating and creating media campaigns to promote new and existing programs and projects using all appropriate venues/channels, including websites, social media platforms, and printed matter. The incumbent will draw on experience and skills to convey a clear understanding of all aspects of the Bakar Fellows, Bakar Labs, and QB3 programs to promote the programs' messages professionally and strategically,

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and to enhance the profile, reputation, and impact for all audiences.

Application Review Date

The First Review Date for this job is: 11/04/2025.

Responsibilities

- Under minimal supervision, identifies, creates and publishes compelling content that highlights the people and activities for the Bakar Fellows Program, Bakar Labs Campus Programs, and QB3 activities. Coverage includes research in broad STEM+ disciplines, often as it relates to innovation and entrepreneurship either on campus or externally.
- Publishing platforms include websites, LinkedIn, Instagram, and related, as well as printed material e.g., flyers, postcards, posters, and related.
- Leads communications around Bakar Fellows, Bakar Labs Campus Programs, and QB3 innovation events, including but not limited to strategy to market events, design of event materials, managing invitations/mailling lists, related social media coverage, managing event sponsors, speaker coordination, and on-site assistance.
- Independently develops and executes ongoing media campaigns for the Bakar Fellows Program, Bakar Labs Campus Programs and QB3 innovation activities to engage target audiences and create a sense of community.
- Outlets include campus news channels; all related websites; LinkedIn; Twitter; Facebook; Instagram; and future platforms as identified.
- Suggests stories of potential interest to management and to news media.
- Conducts routine interviews Bakar Fellows, grant recipients, and QB3 entrepreneurs to gather information and write news releases, routine statements, and brief articles for internal and external audiences, and serves as the liaison with journalists, writers, videographers, and other media representatives.
- Coordinates vetting, selecting and hiring contractors when additional help is required for articles, photography, videography, podcasts, or related activities, and accommodates media presence on site and prepares, assembles and distributes media packets, background information and fact sheets.
- Serves as the liaison for website maintenance and manages content updates.
- Compiles and maintains files of clippings and/or records of media placements including location information such as photographs, statistics, and reports; distributes to interested parties.
- Researches, develops, and maintains media distribution lists and identifies/targets appropriate distribution audiences; coordinates and prepares distributions, using MailChimp, Luma, or related applications.

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Required Qualifications

- Thorough knowledge of and/or can quickly learn the concepts and principles of news, media communications and media relations, particularly as these relate to Bakar Labs specific programs and within the context of the greater innovation and entrepreneurship ecosystem.
- Thorough skills in understanding and effectively utilizing all news/media mediums including broadcast news, the internet, social media and other emerging technologies.
- Thorough knowledge of and/or can quickly learn the Berkeley I&E ecosystem, its achievements, mission, vision, goals, objectives, programs and infrastructure, as well as the history and specific details regarding entrepreneurship focus of Bakar Labs and related programs.
- Thorough written, verbal and interpersonal communications skills, including a strong sense of a good story and understanding of the topics that may be of interest to various publics and will incorporate key location messages.
- Good judgment, political acumen, and thorough organizational skills, to ensure that all interactions, published pieces, and related, reflect the values of Berkeley and Bakar Labs.
- Skill to maintain confidentiality and craft stories and media materials that are sensitive to confidential and/or sensitive information regarding sponsors, tenant companies, intellectual property and related.
- May require knowledge of specialty areas such as broadcast news including TV/radio, internet and other emerging technologies.
- Bachelor's degree in related area and/or equivalent experience/training.

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.

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The budgeted annual salary range that the University reasonably expects to pay for this position is \$82,800.00 - \$100,000.00.

- 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 40% hybrid work. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs, and are subject to change.

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

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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.

Contact

N/A

University of California, Berkeley

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