

**Sr Associate/Associate AD, Business Development
(5173U), Intercollegiate Athletics - 82281
University of California, Berkeley**

Direct Link: <https://www.AcademicKeys.com/r?job=268142>

Downloaded On: Nov. 11, 2025 2:14pm

Posted Nov. 11, 2025, set to expire Jun. 30, 2026

Job Title	Sr Associate/Associate AD, Business Development (5173U), Intercollegiate Athletics - 82281
Department	Intercollegiate Athletics
Institution	University of California, Berkeley Berkeley, California
Date Posted	Nov. 11, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Institutional Advancement Athletics and Recreation Services
Apply Online Here	https://apptrkr.com/6711211
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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

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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 275 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).

Position Summary

This position is a unit lead and assists senior leadership with revenue generation initiatives for the intercollegiate athletics department. The key goal of this position is to generate new revenue to support the Department's objectives and mission. As Sr Associate/Associate AD, this position will involve strategic efforts to grow and diversify revenue for Cal Athletics and blend strategy, sales, and operational leadership to advance Cal Athletics' financial sustainability and competitive success.

Application Review Date

The First Review Date for this job is: 11/21/2025.

Responsibilities

- Manage and lead assigned department revenue generation initiatives and campus partnerships which may include: naming rights, apparel, rentals, NIL, large events & concerts.
- Apply industry knowledge to identify and assess new revenue streams aligned with Cal Athletics'

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mission, brand, and strategic priorities.

- Monitors market dynamics and competitive benchmarks; translates market insights into actionable business plans.
- Oversee and manage business contract negotiation and execution for department.
- Work regularly with Business Contracts & Brand Protection Office to manage all Athletic business contracts, including regular updates, execution, status, and negotiations.
- Uses information to develop new and innovative methods for generating revenue and develops implementation proposals.
- As assigned assist with management of department revenue initiatives.
- Member of the External Leadership Team.

Required Qualifications

- 8+ years of progressive experience in the revenue industry.
- Ability to leverage relationships across the revenue industry.
- Demonstrates deep understanding of the collegiate athletics revenue landscape.
- Position requires strong inter-personal skills and ability to work effectively with a variety of client groups.
- Must be able to multi-task effectively, demonstrate sound judgment and decision-making, be an effective problem solver, and communicate effectively verbally and in writing.
- Thorough knowledge of and/or can quickly learn the Athletic Department's products and services.
- Understands the intersection of athletics, higher education, and the commercial marketplace.
- Thorough knowledge of communication principles, media, and marketing techniques.
- Must have knowledge of the intercollegiate athletics functions.
- Strong analytical skills and ability to use market research software and interpret data.
- Excellent organizational and time management skills.
- Capability to meet time sensitive project deadlines.
- Must maintain current knowledge of applicable rules and standards of the Pacific-12 Conference, the National Collegiate Athletic Association (NCAA), as well as other associations and agencies to which the Berkeley campus of the University of California adheres, and, at all times avoid any and all violations of these rules and standards.
- 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

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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 \$170,000.00 - \$220,000.00.

- 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.

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

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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.

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

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Contact Information

Please reference Academickeys in your cover letter when
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Contact

N/A

University of California, Berkeley

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