

Director of Marketing Operations (7199U), Haas School of
Business - 83179
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=269647>

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Posted Dec. 23, 2025, set to expire Jun. 30, 2026

Job Title	Director of Marketing Operations (7199U), Haas School of Business - 83179
Department	Haas School of Business
Institution	University of California, Berkeley Berkeley, California
Date Posted	Dec. 23, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff Director/Manager
Academic Field(s)	Graphic Design/Marketing
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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

As the second oldest business school in the United States, UC Berkeley Haas has been redefining business education since 1898. Situated in the heart of Bay Area innovation and rooted in UC Berkeley's public mission, we're a place where ambition meets purpose and innovation meets impact. We develop leaders who challenge assumptions, ask the right questions, and make business better. What sets us apart is our focus on the human edge: judgment, rigor, ingenuity, conviction, and confidence. Our "One Haas" culture is collaborative and unified, bound by four Defining Leadership Principles: **Question the Status Quo, Confidence Without Attitude, Students Always, Beyond Yourself**. Join us in moving business and society forward.

For more information about the Haas School of Business visit: <https://haas.berkeley.edu/about/>

The Haas School of Business embraces flexible working arrangements for its employees. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs, and are subject to change.

Application Review Date

The First Review Date for this job is: 12/31/2025. For full consideration, please apply by 01/05/2026.

Responsibilities

The Director of Marketing Operations position serves as the primary data systems architect for the

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Marketing & Communications team's increasingly complex marketing technology stack. In response to rapid evolution in marketing channels, data privacy regulations, and integration requirements, this position will be our subject matter expert in data systems management. They will design, implement, and administer data collection methods and workflows within our CRM platforms, ensures compliance with GDPR and CCPA regulations, manages complex system integrations, and maintains data quality standards across the marketing stack. Their work bridges marketing strategy with technical data architecture, requiring advanced skills in data modeling, system administration, and governance-capabilities that align directly with our objectives to grow enrollment and net revenue for Berkeley Haas.

Serves as primary administrator for the HubSpot CRM platform supporting Haas MBA program marketing operations.

- Independently designs and implements complex data collection methods, contact properties, and database structures.
- Develops logical data models and schemas including lead scoring frameworks and customer journey mapping.
- Creates data mapping specifications for integrations between HubSpot and external systems including the Slate admissions platform.
- Implements data quality standards ensuring accuracy of prospective student information and designs security measures to protect sensitive applicant data.

Ensures compliance with data privacy regulations (GDPR, CCPA) and university governance policies for all Marketing & Communications activities.

- Independently researches regulatory requirements and translates complex policies into technical implementations.
- Develops consent management workflows, suppression list procedures, and data retention protocols.
- Maintains data quality initiatives including duplicate management and validation rules.
- Implements email authentication protocols (SPF, DKIM, DMARC) to maintain deliverability for MBA communications and protect Haas School's sender reputation.

Evaluates, selects, and implements marketing tools to improve operational efficiency and support Haas marketing goals at scale.

- Independently sources and manages vendors to integrate new solutions.
- Designs complex data flows between integrated platforms ensuring interoperability.
- Develops sophisticated automated workflows enabling personalized, segmented campaigns for

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diverse prospective student populations.

- Creates dynamic forms and lead capture mechanisms, and implements business logic and lead routing processes connecting marketing activities to admissions operations.

Maintains responsibility for ensuring technical accuracy, data integrity, and brand consistency across all Haas digital marketing platforms through technical systems oversight.

- Serves as technical authority for the Marketing & Communications team, reviewing and approving workflows, segmentation strategies, and email configurations before deployment.
- Provides technical consultation on email campaigns and audience targeting for MBA recruitment.
- Troubleshoots technical issues affecting campaign deployment and message deliverability, ensuring technical accuracy of marketing content from a systems perspective.

Analyzes marketing data to identify trends, data quality issues, and optimization opportunities. Gathers requirements from Marketing & Communications and MBA Admissions stakeholders to translate business needs into technical CRM solutions.

- Develops recommendations for data management resource plans including system enhancements and process improvements.
- Creates documentation and provides training on CRM best practices and platform capabilities.

Professional Learning and Growth

- Actively contributes to a team environment that fosters and promotes a culture of belonging for all, within the unit and at Haas. Exemplifies Haas' four Defining Leadership Principles: (1) Question the status quo; (2) Confidence without attitude; (3) Students always; and (4) Beyond yourself.
- Completes required training on time and engages in opportunities for learning pertinent to the position or at the suggestion of the supervisor.

Other duties as assigned.

Required Qualifications

- Ability to prepare data models unassisted.
- Familiarity with data model patterns in one or more common business or academic domains.
- Familiarity with logical data design and data mapping or data conversion.
- Familiarity with data quality and governance issues and requirements.
- Ability to represent relevant information in abstract models.

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- Thorough knowledge of data management systems, practices and standards.
- Thorough knowledge of relevant rules and regulations.
- Demonstrated service orientation skills.
- Demonstrated ability to communicate technical information to technical and non-technical personnel at various levels in the organization.
- Self-motivated and works independently and as part of a team.
- Demonstrated strong problem-solving skills.
- Able to learn effectively and meet deadlines.
- Strong organizational skills.
- Strong analytical and design skills, including the ability to abstract information requirements from real-world processes to understand information flows in computer systems.
- Ability to represent relevant information in abstract models.
- Critical thinking skills and attention to detail.
- Excellent interpersonal skills, demonstrating a desire to establish and maintain positive & professional working relationships with colleagues, students and team members.
- Exemplifies Haas' four Defining Leadership Principles: (1) Question the status quo; (2) Confidence without attitude; (3) Students always; and (4) Beyond yourself.

Education/Training

- 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.

- This is a full-time (40 hours/week), career position that is eligible for UC Benefits.

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- 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 does not include sponsorship of a new consular H-1B visa petition that would require payment of the \$100,000 supplemental fee.

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.

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](#)

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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.

Contact

N/A

University of California, Berkeley

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