

Program Manager (7552U), Haas School of Business -  
66214  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=233242>

Downloaded On: May. 18, 2024 8:30pm

Posted Mar. 20, 2024, set to expire Jun. 30, 2024

<b>Job Title</b>	Program Manager (7552U), Haas School of Business - 66214
<b>Department</b>	
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	Mar. 20, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	Administrative Support/Services
<b>Apply Online Here</b>	<a href="https://apptrkr.com/5121221">https://apptrkr.com/5121221</a>

**Apply By Email**

**Job Description**

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**Program Manager (7552U), Haas School of Business - 66214**

About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

The University of California, Berkeley, is one of the world's leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the

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transformative opportunity it provides to a large and diverse student body; its public mission and commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [Guiding Values and Principles](#), our [Principles of Community](#), and our [Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and 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 staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. To find out more about how you can grow your career at UC Berkeley, visit [grow.berkeley.edu](https://grow.berkeley.edu).

## Departmental Overview

UC Berkeley's Haas School of Business offers a unique opportunity to champion new ideas, collaborate across boundaries, and continually learn in a workplace committed to increasing diversity and creating a welcoming environment for all. Our distinctive culture is captured within our four [Defining Leadership Principles](#): **Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself**. These principles distinguish Berkeley Haas as a unique environment, conducive to teamwork, collaboration, and career growth.

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

The Center for Responsible Business at Berkeley Haas connects students, businesses, and faculty to mobilize the positive potential of business to create a more responsible, resilient, and sustainable society. Building on more than a decade of research, teaching, and engaging with business, we educate and provoke thoughtful debate. The Center encourages sustainability-minded research and its application in the marketplace of commerce and ideas.

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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: 04/01/2024.

### **Responsibilities**

Involves the marketing of activities, services or product; provide marketing support activities. Involves the analysis of identifying possible constituencies/audiences and the development of programs, services, and outreach to meet identified needs and influence public perception may involve "brand" development or enhancement, and may involve working with the media (press, television and radio).

Plan and execute events including developing programming content with CRB management, managing budget, securing speakers, drafting marketing descriptions/event briefs. Programs can include:

- Peterson Series events (industry speaker events).
- Ad hoc programs (e.g. workshops, roundtables, case competitions, etc.).
- Haas-wide social impact activity.
- Work closely with CRB staff in the hiring and management of interns and work study student employees; assign work tasks as necessary and ensure timely completion of projects.
- Coordinates activities including events (eg. student info sessions) and promotional materials and products designed to promote awareness of CRB programs within the campus community or to the general public.

Coordinates and executes marketing support activities, including developing and drafting content for internal and external audiences:

- Develops copy/content for CRB web updates or social media communications (e.g., posting job opportunities, news or programmatic announcements).
- Drafts marketing descriptions and event briefs.
- Proof reads blog posts and coordinates execution of CRB News (monthly newsletter).
- Delivers communications collateral in support of CRB programs and events (e.g., event signage, promotion of new undergraduate course offering), as needed.
- Track key CRB and relevant Haas and Berkeley metrics and maintain them in an archivable,

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comparable (year-over-year) format. Deliver them on a regular, scheduled basis. Make recommendations to metric owners based on findings.

Manage multi-stakeholder program execution, including developing timelines and project plans and communicating with stakeholders (judges, mentors, teams, sponsors, faculty) about roles and directions. Programs can include special events (eg. case competition, fundraising campaign), project-based class project sourcing, and other major CRB programmatic offerings.

- Fundraising events.
- Strategize and develop new activities and ways to generate revenues and expand current programs.
- Identify potential partners and opportunities to approach.
- Maintain and continue to develop online database of consulting projects for students in various degree programs offered through our flagship courses and CRB fellowships.
- Work closely with CRB staff in the hiring and management of interns and work study student employees; assign work tasks as necessary and ensure timely completion of projects.
- Engage and mentor student workers and student advisory board members in the development and execution of events and marketing materials.

Work with Haas digital support teams, the CRB team, and other units in order to maintain CRB's stakeholder data in Salesforce and other digital platform integration into CRB business processes, including maintaining the data within the application.

- Maintain and update CRB Website and work with Haas digital team to maintain standards for website accessibility

Other duties as assigned.

#### Professional Learning and Growth

- Embraces the principle of being a "student always" by engaging in opportunities for training, workshops, seminars, continuing education pertinent to the position, or at the suggestion of the supervisor.
- Actively contributes to a team environment that fosters and promotes a culture of diversity, equity, inclusion, and belonging (DEIB) within the unit and at Haas.
- Engages in ongoing education to promote diversity, equity, inclusion & belonging by completing

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University sponsored certifications & training sessions (Ie: MEP Workshop, Implicit Bias Certification, LinkedIn Learning workshops, and other workshops & seminars offered by the University or Haas, as they are made available) or by engaging in external seminars & resources related to DEIB.

- Exemplifies Haas' four Defining Leadership Principles: (1) Question the status quo; (2) Confidence without attitude; (3) Students always; and (4) Beyond yourself.

### Required Qualifications

- Understanding and appreciation for achieving success in a resource constrained environment such as a university or nonprofit setting.
- Interests in sustainability and corporate social responsibility.
- Thorough analytical, critical thinking, verbal, and written (including proof-reading) communication skills. Can analyze information and synthesize data with strong attention to detail.
- Thorough knowledge of marketing mediums (eg: blog posts, online newsletters) and their role in fundraising for varied stakeholder groups.
- Thorough knowledge of communication principles, media, and marketing techniques.
- Strong organizational, time, and project management skills.
- Proven ability to follow-through and multi-task while adhering to overlapping/demanding timeframes.
- Demonstrated ability to assess and proactively respond to stakeholder and partner needs.
- Strong interpersonal communication and political acumen skills to effectively represent the CRB to various levels of faculty, staff, and donors as well as to business and nonprofit communities.
- Strong skills in event and media activities management and execution.
- Can work independently as well as in a team; knows when to include others and ask for help.
- Can work occasional evenings.
- Working knowledge of and/or can quickly learn campus-specific technologies including Salesforce.
- Maintaining discretion and confidentiality.
- Excellent interpersonal skills, demonstrating a desire to promote diversity, equity, inclusion and belonging 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.
- Demonstrates an understanding of and commitment to diversity, equity, inclusion, and belonging in a business, organization or public university setting.

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**Education/Training:**

- Bachelor's degree in related area and/or equivalent experience/training.

**Preferred Qualifications**

- Skill in mentoring less experienced staff.
- Sustainable business or nonprofit focus.

**Salary & Benefits**

This is a 1yr, full-time (40 hours/week), contract appointment, eligible for UC benefits with the possibility of extension with continued funding. This is a monthly paid, exempt position.

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.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$77,600.00 - \$109,000.00.

**How to Apply**

- To apply, please submit your resume and cover letter.

**Other Information**

- This is not a visa opportunity.

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### **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.

### **Equal Employment Opportunity**

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see [the U.S. Equal Employment Opportunity Commission](#) poster.

For the complete University of California nondiscrimination and affirmative action policy, please see the University of California [Discrimination, Harassment, and Affirmative Action in the Workplace](#) policy.

### **To apply, visit**

[https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/HRS\\_HRAM.HRS\\_APP\\_SCH](https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_APP_SCH)

### **Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

#### **Contact**

N/A

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