

Assistant Director, Donor Engagement (Mixed Media)
(6299U), Intercollegiate Athletics - 69454
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=236558>

Downloaded On: Jun. 26, 2024 5:26pm

Posted May 24, 2024, set to expire Jun. 30, 2024

Job Title	Assistant Director, Donor Engagement (Mixed Media) (6299U), Intercollegiate Athletics - 69454
Department	
Institution	University of California, Berkeley Berkeley, California
Date Posted	May 24, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Development/Institutional Advancement Athletics
Apply Online Here	https://apptrkr.com/5282080

Apply By Email

Job Description

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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.

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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 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.

Departmental Overview

Involves activities associated with reaching, serving, and engaging external constituencies through outreach, communications, programs, events, and services not primarily related to fundraising. Constituencies include alumni, local community, government, parents, as well as the general public. Translates constituent needs and priorities into customized communications to create, enhance, and sustain relationships between the campus and its external constituencies.

The Assistant/Associate Director of Donor Engagement (Mixed Media) requires a strong ability to manage complex graphic design/creative projects and is a key member of the communications and stewardship team. They work to support and collaborate with all external constituents and other campus units. This professional oversees all creative projects, ensures that IA advancement messaging has a cohesive look, and advances the brand of the development office and Cal Athletics as a whole. Job activities consist of leading the design of donor proposals, collateral pieces,

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stewardship reports, emails, event graphics and logos and annual reports. This person will manage all photo and video needs and will help develop social media content. This role will also support the Cal Athletics Fund web presence, managing online content, accuracy of give.berkeley.edu, and supporting crowdfunding and digital marketing efforts.

Application Review Date

The First Review Date for this job is: June 6, 2024

Responsibilities

Graphic Design and Communications Support:

- Develops the look and feel of all externally facing development communications. This includes website design and content, graphics/logos for events and campaigns, and branding.

Donor Relations:

- Oversees the design of donor related print pieces including proposals, impact reports, solicitations, mailers, and collateral pieces.

Internal Communications:

- Serves as liaison between the Athletics Development Office and Athletics Communications, Marketing, and contract photographers/videographers.

Infrastructure Development & Maintenance:

- Manages CAF website, content on calbears.com, images and information on give.berkeley.edu, and build out of crowdfunding campaigns.
- Supports digital marketing strategy.
- Manages the department's catalog of photos, print collateral/proposal pieces, and templates.
- Responds to constituent inquiries and produces financial and impact reports upon request.
- May take lead on special initiatives and campaigns.
- May mentor less experienced staff members.

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Required Qualifications

- Thorough knowledge of basic concepts, principles, and procedures of building and maintaining effective relations with alumni, internal and key constituencies.
- Thorough knowledge of the campus, its mission, goals, objectives, programs, achievements, infrastructure and issues of concern.
- Thorough written, verbal and interpersonal communications, tact and political acumen to effectively represent the campus.
- Thorough research, analytical and critical thinking skills, including sound judgment and decision-making skills and skill to correctly identify real and potential problems, advising management as required, and proposing effective strategic resolutions.
- Skill in project management, including event planning and meeting deadlines.

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.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is \$65,000.00 - \$75,000.00.

- This is a 100%, full-time (40 hours per week), career position that is eligible for full UC benefits.
- This position is exempt and paid monthly.



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How to Apply

To apply, please submit your resume and cover letter.

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.

Driving Required

A valid driver's license and DMV check for driving record is required.

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.

The [University of California's Affirmative action policy](#).

The [University of California's Anti-Discrimination policy](#).

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 email**



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address in the **Specific Referral Source** field. Please enter only one name and email.

To apply, visit

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

University of California, Berkeley

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