

Assistant Dean for External Affairs & Development
(0464U)
University of California, Berkeley

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Posted Dec. 19, 2024, set to expire Apr. 17, 2025

Job Title	Assistant Dean for External Affairs & Development (0464U)
Department	School of Information 71757
Institution	University of California, Berkeley Berkeley, California
Date Posted	Dec. 19, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Dean
Academic Field(s)	Public Relations/Marketing Development/Institutional Advancement
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Job Description

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Assistant Dean for External Affairs & Development (0464U), School of Information 71757

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

The School of Information (I School) advances knowledge and practice everywhere humans interact with digital technologies. Through interdisciplinary research and teaching we are committed to expanding access to information and to improving its usability, reliability, and credibility while preserving security and privacy. Our faculty conduct research in human-computer interaction (HCI), security and privacy, applied data science, and technology in developing regions. We currently offer three professional master's degrees and an academic doctoral degree. Our Master of Information Management and Systems (MIMS) program trains students for careers as information professionals and emphasizes project-based learning. Our Master of Information and Data Science (MIDS) program is an online degree designed for working professionals with career goals in the emerging field of data science. Our Master of Information and Cybersecurity (MICS), also offered online, offers a holistic approach to cybersecurity and prepares students for professional careers in cybersecurity. Our Ph.D. program equips scholars to develop solutions and shape policies that influence how people seek, use, and share information.

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Summary of the Position

Reporting to the Dean of the Berkeley School of Information ("I School"), the Assistant Dean of External Affairs & Development (AD) holds a key leadership role in a globally respected academic organization. The AD is tasked with developing goals, priorities, and the strategy for, and delivery of, fundraising, marketing and communications and alumni engagement activities and outcomes for the School of Information. Working closely with the Dean and senior leadership team, the AD establishes philanthropic priorities for the school and faculty, directs programs and services for alumni and donor engagement, and oversees a comprehensive marketing and communications team. This position currently manages a team of 4 positions and serves as a liaison internally and across campus. The AD, External Affairs & Development reports to the Dean with a dotted line to the Associate Vice Chancellor (AVC) of Constituent Programs (CP), University Development & Alumni Relations (UDAR).

Scope of the Position

The Assistant Dean of External Affairs & Development (AD) manages a comprehensive fundraising program for the Berkeley School of Information, as well as identifies, builds, nurtures, and maintains effective relationships with external constituencies. Responsibilities involve managing a staff of 4 full-time positions that oversee fundraising, alumni relations, donor and external events, alumni and donor conferences, public relations, marketing, and communications for the School of Information. There is the opportunity for the next AD to further build their team and a strategic fundraising and external affairs program leveraging existing successes and structure; the next AD may collaborate with the Dean and other senior leaders in the I School on considering long-term goals for the I School and pivoting fundraising and external affairs strategies to support. The AD is charged with designing and delivering the foundation for life-long relationships with alumni and friends who have the passion, dedication, and capacity to make a transformational impact at the School of Information and UC Berkeley. The AD creates and implements strategies to maximize support from all sources, including major gifts, corporate giving, planned giving, and annual giving. To that end, the AD, External Affairs & Development oversees donor cultivation and solicitations, stewardship and renewal, as well as serving as a primary point of contact for key relationships. The AD provides oversight and direction to the design and administration of the School's major gifts program, the discovery, identification and cultivation of prospects, and the annual fund and stewardship activities. The AD maintains a portfolio of donors and prospects and is the primary proxy for and liaison to the Dean for donors. Additionally, the AD is charged with strategic oversight of marketing and communications and alumni relations. In concert with the marketing and communications lead, as well as the alumni relations lead, the AD leads the design and development of all marketing, communication, and messaging activities for the School of Information. The AD serves on the Leadership Team and reports to Dean. A member of the

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Campaign Management Team, this role also serves as the primary liaison to UDAR and leads all collaborative fundraising activities for the School of Information. Once established, the position will be expected to raise a minimum of \$2M - \$5M annually.

Application Review Date

Application reviews are anticipated to begin in the week of September 16. The position will remain open until filled.

Responsibilities

- Serves as the lead development professional, managing a comprehensive fundraising program for the I School. Analyzes needs and creates strategic and long-range plans for fundraising at the School of Information. Leading the School's professional fundraising staff, this position conceives, implements and manages fundraising programs and strategies to successfully meet predetermined goals and objectives. This includes oversight and management of identification, cultivation, solicitation and stewardship of donors and donor prospects.
- Manages own portfolio of 40-50 prospects of leadership and major gifts. Oversees, and maintains a small portfolio of corporate and foundation prospects. Develops, creates, writes, implements, and / or evaluates individualized plans and / or strategies for cultivation and solicitation of major gifts, gift planning or corporate / foundation prospects.
- Serves on the Campaign Management Team. Upholds University policies regarding managing prospects. Oversees the prospect portfolio of each of the fundraising staff. Supervises gift administration and donor stewardship.
- Manages, trains, leads, directs, and motivates a small team of professional fundraising staff. Guides, directs, and manages staff charged with fundraising and identifying, building, nurturing and maintaining effective relationships with external constituencies. Manages performance and accountability.
- Collaborates, trains and staffs faculty and leadership at the I School on cultivation, solicitation and stewardship of donors. This includes providing prospect briefings and accompanying the Dean and faculty leadership on donor visits.
- Manages and guides staff in recruiting, training, nurturing and managing a cohort of alumni volunteers committed to alumni engagement and the philanthropic success of School of Information.
- Oversees the marketing and communication staff, collateral, digital performance and messaging for the I School. Takes the lead in promoting the I School, focusing on its four degree programs and community impact. Directly supervises the Director, Marketing and Communications, and provides direction and insight to the design and implementation of all development

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communications.

- Serves on the Leadership team at the I School and participates in short- and long-range strategic planning for the unit.
- Maintains a proactive approach to staying informed about emerging trends in external affairs and development. Other duties and professional development activities as assigned.

Required Qualifications

- Significant experience as a professional with proven success in listening and relationship building that leads to matching stakeholders' goals to opportunities.
- Knowledge of front-line fundraising and knowledge of all aspects of fundraising and donor relations.
- Expert-level knowledge of and skills in developing and implementing strategies for donor identification, cultivation and solicitation.
- Experience developing benchmarks and using metrics to evaluate success.
- Strong ability in qualifying annual fund and pipeline donors as major gift prospects.
- Expert level knowledge of applicable laws, rules, regulations, and policies.
- Strong analytical, critical thinking, problem-solving skills.
- Strong skills in persuasion and negotiation as well as strong marketing skills.
- Thorough knowledge of current and emerging external relations trends and best practices.
- Expert knowledge of management and leadership concepts, principles, and best practices.
- Experience training, mentoring, evaluating and motivating staff of varying functions and/or levels.
- Expert written, oral, and interpersonal communications skills and political acumen to establish and maintain good working relationships within all organizational levels and with outside constituencies.
- Experience and success in meeting predetermined goals and objectives, such as securing gifts and meeting fundraising goals.
- Expert level strategic planning skills and skills to conceive, design, implement, evaluate, and manage marketing, communications, engagement and fundraising programs.
- Extensive experience building portfolios: researching databases, identifying prospects, cultivating and developing new donors to augment/grow a portfolio.
- Strong ability to balance managing a team and their own portfolio; strong skills in organization and delegation and is flexible.
- Strong interpersonal skills and flexibility to partner with diverse stakeholders and executives in strategic initiatives.
- Bachelor's degree in related area and / or equivalent experience / training.

Salary & Benefits



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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 \$190,000.00 - \$220,000.00.

The full salary range for this position classification is \$121,100.00 - \$233,900.00.

Other Information

This role offers the flexibility to have a hybrid work schedule, needing to come into the office a few days a week and/or travel as needed.

How to Apply

To apply, please submit your resume and cover letter.

Diversity Statement

Please include, as part of your application a brief (1-2 paragraph) statement on your contributions to diversity, equity, inclusion, and belonging in your professional experience.

Advancing diversity, equity, and inclusion are fundamental to our UC Berkeley Principles of Community, which states that "every member of the UC Berkeley community has a role in sustaining a safe, caring, and humane environment in which these values can thrive."

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the



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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.

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

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

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 applying for or inquiring about this job announcement.

Contact

N/A

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