

Director of Marketing and Audience Development
(0471U) - 76433
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=253631>

Downloaded On: Feb. 24, 2025 6:54pm

Posted Feb. 24, 2025, set to expire Jun. 30, 2025

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| Job Title | Director of Marketing and Audience Development (0471U) - 76433 |
| Department | Berkeley Art Museum and Pacific Film Archive |
| Institution | University of California, Berkeley Berkeley, California |
| Date Posted | Feb. 24, 2025 |
| Application Deadline | Open until filled |
| Position Start Date | Available immediately |
| Job Categories | Director/Manager |
| Academic Field(s) | Public Relations/Marketing |
| Apply Online Here | https://apptrkr.com/6026746 |

Apply By Email

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 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.



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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

Berkeley Art Museum and Pacific Film Archive (BAMPFA) ignites cultural change for a more inclusive and artistic world. BAMPFA has been uniquely dedicated to art and film since 1970, with international programming that is locally connected and globally relevant. As part of the University of California, Berkeley, BAMPFA is committed to artistic diversity through its robust slate of art exhibitions, film screenings, artist talks, live performances, and educational programs that shed new light on the art of the past and connect our audiences with leading filmmakers and artists of our time. BAMPFA sits on the edge of campus and downtown Berkeley, where it welcomes visitors from across and beyond the Bay Area in a repurposed building designed by Diller Scofidio + Renfro.

Position Summary

The Director of Marketing and Audience Development will create and oversee efforts that engage audiences, grow visitation, increase the museum's profile locally, nationally and internationally, and significantly increase revenue from admission, membership and donor support. The Director of Marketing and Audience Development is responsible, through subordinate staff, for amplifying the BAMPFA brand, cultivating new audiences, and increasing revenue. A member of BAMPFA's Leadership team, the Director reports to the Executive Director and will collaborate across departments to bring an audience-centric perspective to operational and strategic planning. This role will oversee the work of the marketing, communications, graphic design, visitor experience, and retail store teams.

Application Review Date

The First Review Date for this job is: 03/05/2025. This position is open until filled.

Responsibilities

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Management and Supervision:

- Oversee and supervise functions related to museum external affairs; specifically marketing and communications, public relations, visitor experience and retail store.
- Lead, coach, and build a data-driven team focused on marketing, design, communications, programming, and visitor experience.
- Establish team and individual goals and monitor and support team performance.
- Provide leadership for creative team, social media efforts and website content and creation.
- Manage day-to-day marketing and communications operations.
- Act as the departmental project manager or acts as mentor to subordinate staff on management of their projects.

Audience Growth and Engagement Strategy:

- Develop and implement strategies deployed by staff to identify, attract, engage, and retain target audiences, including Bay Area community members, UC Berkeley students and staff, BAMPFA members, and donors.
- Analyze current audience demographics collected by staff and identify pipeline opportunities for growth in underrepresented or new segments.
- With staff develop and implement institutional surveys to understand visitor volume and use patterns; share and integrate findings throughout the organization to inform planning, operations, marketing, and fundraising strategies.

Audience Segmentation and Personalization:

- Through Marketing Specialist, segment BAMPFA's audiences into specific groups for more tailored communication.
- Work with staff and task forces to deepen use of tools such as Tessitura to implement personalized outreach efforts to deepen engagement based on audience preferences, behavior, and interactions with the organization.
- Help develop and identify audience goals for programs.

Monitoring and Evaluation:

- Through subordinate staff, track audience growth and engagement metrics (such as social media followers, email open rates, event attendance) to measure success.

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- Regularly report on performance, using data to refine strategies and demonstrate ROI to leadership and stakeholders.

Content Creation and Storytelling:

- Through subordinate staff, crafts compelling key messages and narratives around BAMPFA's work in art and film to inspire visitor action through ticket sales, gallery admission, program attendance, or donations.
- Ensures staff deploy consistent branding and messaging across all communication channels as well as BAMPFA style guide.
- Oversees plan for asset creation and maintenance.
- Oversees media content creation by staff (program guides, emails, blogs, social media, LED screens, etc.) to ensure that it resonates with the target audience and effectively communicates BAMPFA's mission and impact.

Print, Digital and Social Media Strategy:

- Creatively evaluate and implement effective digital and print marketing strategy and tools.
- Lead efforts to increase BAMPFA's digital presence through social media, email marketing, and website content.
- Oversee paid advertising and SEO/SEM strategies to drive awareness and attendance.

Visitor Experience and Store:

- Oversee Visitor Experience staff and integrate Visitor Experience department functions to meet institutional goals, centering audience engagement and growth strategies.
- Ensure operational excellence and friendly customer service.
- Through Senior Manager of Visitor Experience, establish best practices and communications for front line staff in collaboration
- Oversee staff and decision making process for merchandise production and BAMPFA store to reflect brand, vision, and revenue goals.
- Lead staff in production of signage, banners, posters, and general wayfinding.

Community Outreach and Partnership Building:

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- Foster relationships with community groups, businesses, and other stakeholders to expand awareness of BAMPFA.
- Partner with other organizations to co-host events, cross-promote initiatives, or collaborate on outreach campaigns.
- Establish and maintain a network of professional contacts, including maintaining currency with professional organizations, conferences, trends, and publications.
- Establish and maintain contacts with internal and external marketing professionals and vendors such as internet resources, artists, designers, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, etc.

Fundraising Collaboration:

- Work closely with the Development team to align audience engagement efforts with fundraising campaigns and goals.
- Leverage audience development strategies to build donor pipelines and convert casual supporters into committed donors.

Budget Owner:

- Working closely with Senior Manager of Budget and Finance to create and administer Marketing and Audience Development budget.
- Monitors the Marketing and Audience Development operational budget including non-compensation budget, staff FTE, etc.

Internal and External Communications:

- Oversee the museum's strategic institutional communications to members and other major constituencies, along with museum communications to campus and staff.
- Serve as liaison with the University's communications department for all campus communication efforts and responses.
- Oversee Publicist and helps set strategy for PR and media outreach to attract coverage of BAMPFA's program and people.
- Act as a spokesperson or media liaison when needed, ensuring the organization is portrayed in a positive light.
- Coordinate internal and external communications to include crisis communications, talking points, staff newsletters, FAQs.

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Other duties as assigned.

Required Qualifications

- Strong knowledge of current and emerging industry requirements and best practices in areas of marketing.
- Strong skills in strategic planning to effectively organize resources, establish priorities, and achieve desired results.
- Strong skill in managing staff including selection, training, evaluating and mentoring staff at all organizational levels; skill in taking corrective action with staff as required.
- Strong interpersonal communication and political acumen to effectively work with internal customers and external constituencies.
- Strong market research, analytical, and problem recognition/avoidance/resolution skills.
- Strong skills to produce results and achieve predetermined goals within budget and time constraints.
- Strong knowledge of and/or can quickly learn applicable University policies and state and federal laws regarding copyright and other licensing issues.
- Strategic and creative vision, visitor advocacy, and data analysis skills.
- Bachelor's degree in related area and/or equivalent experience/training.

Preferred Qualifications

- Strong knowledge of and/or can quickly learn the museum and university, including its mission, vision, achievements, infrastructure, products and services.

Salary & Benefits

This is a 100% full-time (40 hrs a week) exempt career position, which is paid monthly at an annual rate and is eligible for UC Benefits.

For information on the comprehensive benefits package offered by the University, please visit the University of California's https://apptrkr.com/get_redirect.php?id=6026746&targetURL=

For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

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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 \$146,000.00 - \$175,000.00.

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."

Other Information

- This is not a visa opportunity.
- This position is eligible for up to 20% remote work. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs, and are subject to change.

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.

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Misconduct

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:

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[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/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 [https://apptrkr.com/get_redirect.php?id=6026746&targetURL=U.S. Equal Employment Opportunity Commission](https://apptrkr.com/get_redirect.php?id=6026746&targetURL=U.S.EqualEmploymentOpportunityCommission) 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 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

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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