

Director, Digital Media and Marketing (4138U) 78313
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=257076>

Downloaded On: May. 17, 2025 3:41am

Posted May 16, 2025, set to expire Jul. 1, 2025

Job Title Director, Digital Media and Marketing (4138U) 78313
Department Department of Intercollegiate Athletics
Institution University of California, Berkeley
Berkeley, California

Date Posted May 16, 2025

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Director/Manager

Academic Field(s) Public Relations/Marketing
Athletics

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Job Description

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Director, Digital Media and Marketing (4138U) 78313

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

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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

The Department of Intercollegiate Athletics consists of more than 275 staff members and coaches, and sponsors 30 varsity sports programs. These 30 programs include more than 850 student-athletes who participate in our sports programs annually within the National Collegiate Athletics Association (NCAA).

Application Review Date

The First Review Date for this job is: May 28, 2025

Responsibilities

- Shaping Cal Athletics' digital strategy by developing a unified view of the customer, refining the customer journey, and delivering personalized content across all channels and devices.
- Manages digital staff performance, career development, and adherence to job standards. Responsible for all aspects of the supervision of the unit.
- Manage assigned unit budget
- This individual is responsible for guiding the day-to-day operations of the digital marketing team, including social media, the development of fan-facing content, storytelling, and marketing campaigns that drive both engagement and revenue growth. They work cross-functionally with key stakeholders in ticketing, development, sponsorships, and student engagement to ensure cohesive, results-driven marketing strategies.
- As a supervisor, this role provides leadership and mentorship to a team of digital marketing professionals, fostering innovation, collaboration, and professional development. The Director is empowered to make critical strategic decisions that drive fan growth and enhance the overall Cal

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Athletics brand. They exercise sound judgment within program and department policies while identifying opportunities for marketing innovation, maximizing business impact, and expanding the fan base. The Director also collaborates with internal and external partners to ensure consistent messaging, effective audience targeting, and successful campaign outcomes.

Required Qualifications

- Interpersonal skills and ability to work effectively with a diverse client group.
- Ability to multi-task effectively; demonstrates sound judgment and decision-making; is an effective problem solver and effectively communicates verbally and in writing.
- Functional knowledge of the intercollegiate athletics function.
- Experience as a weight / strength coach at the college level.
- Must maintain current knowledge of applicable rules and standards of the affiliated athletic conference, the National Collegiate Athletic Association (NCAA) or National Association of Intercollegiate Athletics (NAIA), as well as other associations and agencies to which the campus adheres, and, at all times avoid any and all violations of these rules and standards.
- Provide strategic direction to enhance mobile app content, user growth, engagement, retention, and acquisition
- Work with the Data & Business Intelligence team to analyze data streams and develop fan engagement strategies. Monitor performance, analyze results, and recommend improvements for greater alignment across departments
- Deliver key performance metrics on engagement, conversion growth, ROI/ROAS, lead generation, and revenue goals. Track and report on the performance of marketing programs
- Expertise in email marketing platforms (Paciolan, Eloqua, or similar) and marketing automation tools
- Collaborate with the ticket office to create and manage email marketing campaigns within the Paciolan and Eloqua systems to maximize revenue opportunities
- 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,

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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 \$85,000 - \$90,000

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

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.

Misconduct Disclosure

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.

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"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](#)

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

jeid-5a3bb0c554f31347846672453d51ff3c

Contact Information

Please reference Academickeys in your cover letter when

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applying for or inquiring about this job announcement.

Contact

N/A

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