

Executive Director of Communications (5887U)  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=257077>

Downloaded On: May. 17, 2025 3:52am

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

**Job Title** Executive Director of Communications (5887U)  
**Department** Helen Wills Neuroscience Institute - 78277  
**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  
Senior Executive Officer

**Academic Field(s)** Public Relations/Marketing

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**Job Description**

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**Executive Director of Communications (5887U), Helen Wills Neuroscience Institute - 78277**

### 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 UC Berkeley Center for the Science of Psychedelics (BCSP) is an interdisciplinary research, journalism, and public education center exploring psychedelics.

Our work includes world-leading academic research into the role and nature of psychedelics and the brain and mind; a set of highly acclaimed independent journalism programs that report on groundbreaking issues related to psychedelic science, history, politics, culture, and therapeutic value; and a community engagement strand that brings learnings from the Center's work to communities for dialogue and action on UC Berkeley's campus and beyond, with a focus on diversity of voices, inclusiveness, and equity-driven approaches in all facets of the Center's work. Clarity about the role of equity-driven approaches in the BCSP's communications is essential.

The Executive Director of Communications will work closely with BCSP leadership to craft the Center's strategic voice, highly attuned to the its multiple audiences and complexities within the field of psychedelics. They will help lead the strategic positioning of the BCSP within the field and create and track indicators of success to use when communicating with a broad group of audiences. They will develop and lead a comprehensive strategic communications plan, leveraging external and public affairs, media relations, digital and social media, stakeholder management, and events in accord with the BCSP's mission. This strategic communications plan will also include a messaging platform for the team and its collaborators. They will lead the evolution of the plan and messaging platform, based on the Center's work and priorities.

### Position Summary

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Furthermore, the Executive Director of Communication's work will fall into the following areas:

- **Strategic Communications and Communications Leadership.** This includes leading the development and implementation of the Center's voice, creating and leading the implementation of a strategic communications plan, supporting leadership and reputational needs for the center, innovating communications, translating and writing for different audiences, and working with leadership to track and communicate the Center's impact.
- **Development of collateral/assets.** This includes overseeing the website, social media channels, the newsletter, donor communications (in partnership with leadership), branding, and 508 compliance.
- **Internal engagement.** This includes leading communications for team projects, programs, and work strands, UC compliance around communications, engaging with campus partners and collaborators, and leading communications for UC Berkeley's Big Give.
- **External engagement.** This includes working with media outlets, external partners and collaborators, providing thought partnership about communications components of Center events, and engaging with communications directors at similar centers globally.
- **Management.** This includes overseeing the work of communications staff members, pending funding; deciding upon appropriate internal tools to use for communications; overseeing project management (or delegating to staff, pending funding); providing communications trainings to Center teams; managing Center media requests; and overseeing the Center's communications inbox.

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### **Application Review Date**

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

### **Responsibilities**

- Leads and manages diverse aspects of the BCSP's communications, including its online presence (e.g. website and social media), media relationships, live events, and spokesperson support.
- Identifies strategic and programmatic communications goals; develops & delivers comprehensive communications plans to meet those goals.
- Provides actionable advice to the BCSP on all aspects of communications, including strategic planning, effective messaging, and problem resolution (including negative publicity).
- Directly represents the BCSP to external stakeholders, including through written pieces, public speaking, and stakeholder relationships.
- Evaluates, selects, and manages external contractors & agencies to deliver key elements of the BCSP's communications activities.
- Manages, develops, and leverages the BCSP's brand identity in service of its communications goals.
- Considers the Center's fundraising and donor-engagement needs, and creates appropriate communications strategies and assets to support those needs.
- Develops and implements a communications monitoring & evaluation plan to assess the effectiveness of the Center's communications, and enable the Center to act appropriately.
- Ensures adequate budgeting, resourcing, and cost-effectiveness of the Center's communications activities.

### **Required Qualifications**

- Advanced knowledge and understanding of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.
- Advanced knowledge and understanding of technical applications to direct professional technical staff, or personally perform technical work, including design concepts, various media, and applications.
- Advanced knowledge of and/or can quickly learn the organization, including its mission, vision,

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goals, policies, and infrastructure.

- Strong knowledge of current affairs and issues in higher education and/or health sciences.
- Advanced skills to create, develop, and implement long and short-term strategic communication plans.
- Advanced skills to advise and consult management on all aspects of communications, ranging from developing effective communication strategies to appropriately responding to inquiries regarding sensitive or complex issues or information.
- Excellent written, verbal, interpersonal communications, active listening and political acumen skills.
- Excellent analytical, critical thinking, project management, and problem recognition, avoidance, and resolution skills.
- Thorough knowledge of and/or can quickly learn location protocols and channels for communication internally and externally.
- Bachelor's degree in related area and/or equivalent experience/training.

### Preferred Qualifications

- Understanding of contemporary issues in public education.

### Salary & Benefits

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

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The budgeted annual salary that the University reasonably expects to pay for this position is \$98,600.00 - \$175,000.

### How to Apply

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

### Other Information

- This is not a visa opportunity.
- This position is eligible for up to 40% 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.

### 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.

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**To apply, visit**

[https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS\\_HRAM\\_FL.HRS\\_CG\\_S](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

University of California, Berkeley

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