

Assistant Director, Athletic Communications (7462U)
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=262522>

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Posted Sep. 15, 2025, set to expire Jun. 30, 2026

Job Title Assistant Director, Athletic Communications (7462U)
Department Intercollegiate Athletics - 81176
Institution University of California, Berkeley
Berkeley, California

Date Posted Sep. 15, 2025

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Associate/Assistant Director

Academic Field(s) Public Relations/Marketing
Athletics

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Job Description

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Assistant Director, Athletic Communications (7462U), Intercollegiate Athletics - 81176

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

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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.

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 approximately 900 student-athletes who participate in the various sports programs annually within the National Collegiate Athletics Association (NCAA) and other governing bodies. We are currently seeking an Assistant Director, Athletics Communications.

Position Summary

Cal's Department of Athletics is seeking to fill a crucial Athletic Communications position as the primary contact for rugby and men's and women's golf, and other duties as assigned. Essential duties include telling the story of assigned sports across a variety of platforms, including social media, video and web. Persons in this position will oversee social media strategy and output for assigned sports in conjunction with an overarching media plan. A successful candidate will also possess the ability to cultivate positive relationships with members of the local, regional and national media to ensure optimal coverage from external audiences. The role requires collaborative work across the department, with an emphasis on integrating with creative services, marketing, fan experience, digital media and the Cal Athletics Fund. Other duties include arranging and conducting interviews, maintaining and compiling records and statistics and serving as a team historian for assigned sports.

Application Review Date

The First Review Date for this job is: 09/26/2025.

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Responsibilities

- Under minimal supervision, provides analysis and information on complex results or activities, searches out and writes stories, conducts interviews, sets up press conferences, and arranges for photography, video, or graphics to accompany news releases.
- As assigned, handles breaking news situations, including developing strategies for dealing with sensitive and/or controversial issues.
- Works collaboratively with upper management and, if necessary, across units and campus to develop communication plans that serve the best interest of the department and university.
- Produces quality work under deadlines.
- Performs well under pressure.
- Takes necessary steps in non-deadline situations to optimize performance when working under deadline.
- As assigned, handles news requests from reporters for information about the location.
- Develops positive relationships with external media members to effectively handle news requests.
- Prepares coaches, student-athletes and staff with appropriate media training, talking points, etc. to ensure proper messaging.
- Maintains strict confidentiality. Understands when confidentiality is necessary.
- Makes decisions with the reputation of the brand of the department and university in mind.
- Provides general assistance as needed to facilitate requests for information of a general nature and assists with major institutional news conferences and public announcements.
- Maintains good communication with campus communicators to effectively assist with announcements and information distribution when the scope goes beyond the department.
- Builds and maintains good working relationships at all organizational levels and with external media representatives.
- Proactively reaches out to external media members on a consistent basis to maintain positive interactions.
- Develops relationships with media members to a point where they can have hard conversations about coverage, if necessary.

Required Qualifications

- Thorough knowledge of the concepts and principles of news, media communications and media relations.
- Thorough skills in understanding and effectively utilizing all news/media mediums including broadcast news, the internet, social media and other emerging technologies.
- Thorough knowledge of and/or can quickly learn the location, its achievements, mission, vision,

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- goals, objectives, programs and infrastructure.
- Thorough written, verbal and interpersonal communications skills, including a strong sense of a good story and understanding of the topics that may be of interest to various publics and will incorporate key location messages.
 - Good judgment, political acumen, and thorough organizational skills.
 - Skill to maintain confidentiality.
 - May require knowledge of specialty areas such as broadcast news including TV/radio, internet and other emerging technologies.
 - 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 annual salary rate that the University reasonably expects to pay for this position is \$82,800.00. The full salary range for this classification is \$82,800.00 - \$149,800.00.

- This is an exempt monthly-paid position.

How to Apply

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

Other Information

- This is not a visa opportunity.

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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.

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:

[UC Sexual Violence and Sexual Harassment Policy](#)

[UC Anti-Discrimination Policy](#)

[Abusive Conduct in the Workplace](#)

Equal Employment Opportunity

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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.

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

jeid-9e61131c1814d048a1ba9900bb5c760b

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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