

Senior Associate Athletics Director, Chief Marketing
Officer (6564U), Intercollegiate Athletics - 8
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=263944>

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Posted Oct. 14, 2025, set to expire Jun. 30, 2026

Job Title	Senior Associate Athletics Director, Chief Marketing Officer (6564U), Intercollegiate Athletics - 8
Department	Intercollegiate Athletics
Institution	University of California, Berkeley Berkeley, California
Date Posted	Oct. 14, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing Athletics
Apply Online Here	https://apptrkr.com/6641936

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

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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 approximately 300 staff members and coaches; we sponsor 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). The Chief Marketing Officer reports into the Executive Senior Associate Athletic Director, External Relations and is a member of the Intercollegiate Athletics Director's Cabinet and External Leadership Team. This position exists to develop, promote, and support the operational and strategic aspects of UC Berkeley's intercollegiate student athlete programs. This position will involve management oversight for Intercollegiate Athletics' marketing, fan experience, digital media and social media.

Position Summary

Involves developing, promoting and supporting the operational and strategic aspects of intercollegiate student athlete programs, including planning, scheduling, budget administration and travel.

Application Review Date

The First Review Date for this job is: 10/24/2025.

Responsibilities

- Development of strategic marketing and social media plans designed to tell the "Cal Story" with

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the goal of increasing attendance at events, enhancing recruiting capabilities, optimizing the student-athlete experience, and maximizing fan/stakeholder awareness and engagement.

- Oversees advertising strategy and media buys, including radio, television, print, internet.
- Oversees research initiatives, including the planning, composition and implementation of written surveys, focus groups and telephone surveys to learn more about our stakeholder community.
- Responsible for managing CRM & Marketing Automation, Advertising Agency/Media Buying, works as liaison to ACC Sales & Marketing initiatives, and UPP Program.
- Develop and implement key performance metrics/indicators to evaluate the effectiveness of all marketing activities.
- Provide strategic leadership for the overall fan experience vision across all athletic venues and events, with a focus on football and basketball.
- Oversee development and execution of comprehensive fan engagement strategies to enhance attendance, atmosphere, and loyalty for all sports
- Leverage data and fan insights to inform strategic decisions that drive satisfaction, retention, and revenue growth.
- Integrate marketing, digital media, game presentation, and community engagement efforts to deliver a unified, innovative and memorable fan journey, from digital touchpoints to in-venue experiences
- Align marketing efforts with business development, communications, creative, ticket sales, fundraising, student-athlete NIL and sponsorship activation.
- Serve as a strategic advisor to the Director of Athletics and the executive leadership team on marketing, audience growth, and fan engagement strategies.
- Build cross-departmental alignment and work cross-functionally with key leaders and content experts across athletics and in coordination with campus partners to develop a comprehensive strategy.
- Develop social media strategies consistently applied across the Department to engage key stakeholders.
- Oversee and advise on any necessary revisions/modifications to staffing plans for assigned units, including number and types of employees, essential functions, salaries, and benefits.
- Lead, mentor, and develop a high-performing team.
- Responsible for recruiting, retaining, rewarding, and managing the performance of staff across multiple units, including marketing, fan experience, digital media and advertising.
- Foster a culture of creativity, collaboration, and accountability.
- Develop and manage annual budgets for all units supervised.
- Other duties as assigned, including professional development.

Required Qualifications

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- 10+ years of progressive experience in marketing, brand strategy, communications, or fan engagement - with at least 5 years in a leadership role.
- Strong leadership abilities and interpersonal skills to work effectively with a variety of clients and high-level management groups, including coaches, clients, employees, and other key stakeholders in the Cal community.
- Ability to multitask effectively; demonstrates sound judgment and decision-making; is an effective problem solver and effectively communicates verbally and in writing.
- Must maintain current knowledge of applicable rules and standards of the Atlantic Coast Conference and the National Collegiate Athletic Association (NCAA), 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.
- Ability to build internal and external contacts, relationships, and credibility.
- Excellent marketing and advertising skills, communication skills, management experience, interpersonal skills, and the ability to work effectively as a member of a team.
- Experience in identifying and developing talent, motivating and leading personnel, managing human resources; supervising, and providing counsel on routine and sensitive personnel matters, executing applicable solutions.
- Demonstrated knowledge of athletics communications and public relations programs, advertising, marketing, and brand promotion.
- Bachelor's degree in related area and/or equivalent experience/training.

Preferred Qualifications

- Advanced knowledge of the intercollegiate athletics function and areas of operations.
- Knowledge of Northern California and ACC Conference digital media, and the ability to build relationships with media and other external influencers.

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

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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 \$180,000.00 - \$240,000.00.

- 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.

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.

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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

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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