

Executive Director of Marketing & Brand, Office of  
Communications & Public Affairs (0409U) 82700  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=268790>

Downloaded On: Dec. 3, 2025 7:48pm

Posted Nov. 26, 2025, set to expire Jun. 30, 2026

<b>Job Title</b>	Executive Director of Marketing & Brand, Office of Communications & Public Affairs (0409U) 82700
<b>Department</b>	Office of Communications & Public Affairs
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	Nov. 26, 2025
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Director/Manager
<b>Academic Field(s)</b>	Public Relations/Marketing
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**Job Description**

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**Executive Director of Marketing & Brand, Office of Communications & Public Affairs (0409U)  
82700**

### 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

UC Berkeley's Office of Communications & Public Affairs leads communications for the No. 1 public university in the world. We tell the Berkeley story to inspire audiences and elevate the distinct narrative of the university's contributions to California and the world. Our mission is to promote the University's excellence in teaching, research and public service. We provide leadership and services in five integrated functions: News and media relations, executive communications, crisis communications, and marketing communications.

## Job Summary

Lead marketing communications, institutional and Cal Athletics brand management and Trademarks and Licensing, reporting directly to the Associate Vice Chancellor Communications & Public Affairs, Chief Communications Officer. This position oversees a team of professionals focusing on advancing the UC Berkeley brand and Trademarks and Licensing through revenue generation strategies and compelling marketing communications, including digital communications, that inspire and engage target audiences. Serving as the key brand steward of the UC Berkeley and Cal Athletics brands, this role is responsible for upholding the institution and Athletics overall brand standards and guidelines while collaborating with marketing and communications leaders from various units to develop and maintain distinct brand identities that align with the institution's brand.

## Application Review Date

The First Review Date for this job is: January 15, 2026

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## Responsibilities

- Oversees a team of professionals responsible for brand management, trademarks and licensing (including revenue generation), marketing communications, and digital/social media. Provides leadership in hiring, training, mentoring, and evaluating professional and support staff. Directs, assigns, and reviews work, and takes corrective action as necessary. Fosters a culture of collaboration, accountability, performance, and professional growth. Ensures staff deliver high-quality communications products that reflect institutional standards and priorities.
- Directs staff in protecting the integrity of UC Berkeley's institutional brand identity and related marks, ensuring compliance with brand standards across campus. Oversees staff review and approval of requests to use and license university trademarks, logo lockups, new logos, or exceptions to brand standards. Partners with campus leaders and communications colleagues to ensure unit branding aligns with institutional identity. Provides oversight of the design system and brand guidelines that govern usage of brand elements including logos, typography, color palettes, and photography.
- Supervises staff in developing and implementing integrated marketing communications strategies in partnership with the Executive Director of Communications and Media Relations. Directs advertising and marketing campaigns that elevate Berkeley's institutional narrative and reflect the university's excellence.
- Oversees staff responsible for digital communications and social media strategy across all platforms. Provides supervisory guidance in planning, content development, platform management, and performance optimization. Ensures staff apply emerging best practices to deliver an effective and modern digital presence.
- Oversees coordination with external vendors, including brand strategists, developers, marketing and PR agencies, illustrators, photographers, and printers. Ensures vendor work meets institutional standards, deadlines, and budgets. Provides high-level oversight of production processes, including publishing, web design, and print, to support staff in delivering high-quality final products.

## Required Qualifications

- Significant years of progressive marketing and brand leadership experience, with a proven track record of leading cross-functional teams, managing complex enterprise initiatives, and driving strategic outcomes at scale.
- Stays abreast of contemporary and changing trends and policies in branding and marketing.
- Advanced knowledge of design and communications concepts and applicable software applications.

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- Advanced knowledge of production processes for a variety of media and knowledge of vendor requirements for a variety of products.
- Advanced design, creative and artistic skills.
- Advanced skills to devise broad design ideas, present them to clients, and produce results on time and within budget.
- Advanced interpersonal communications skills, including active listening skills and skills to work effectively within teams and to effectively provide advanced design advice and consultation to clients on all aspects of visual communications.
- Critical thinking skills, advanced organizational skills and proactive problem-solving /problem resolution skills.
- Knowledge of visual journalism, photography and informational graphics as they apply to the needs of the Berkeley News team.
- Ability to "lead from the middle" and coach, facilitate and influence people at all levels.
- Advanced knowledge of marketing.
- Advanced knowledge of digital communications for effectiveness in marketing
- Knowledge of UC Berkeley, including its vision, mission, goals, and objectives, or ability to quickly learn.
- Advanced team leadership, ensuring high performance and measurable results.
- Strategic marketing and brand leadership skills, with the ability to translate institutional priorities into integrated campaigns that advance visibility, engagement, and impact.
- Advanced strategic thinking and project implementation skills.
- Advanced collaboration skills to work with diverse stakeholders within a complex, decentralized, matrixed organization.
- Ability to navigate politically sensitive, reputational, or escalated issues with discretion and sound judgment.
- Demonstrated ability to lead in fast-paced, ambiguous environments and navigate competing stakeholder priorities to drive strategic outcomes.
- Bachelor's degree in related area and / or equivalent experience / training.

### **Preferred Qualifications**

- Knowledge of higher education trademarks and licensing; creative thinking that leads to revenue generation.
- Capacity for creative innovation and continuous improvement, staying abreast of evolving opportunities and challenges of higher education.
- Experience with brand governance and identity management, with the ability to interpret complex brand guidelines and ensure stakeholder compliance with institutional standards and trademark usage.

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- Experience working with large collegiate brands or athletics organizations, with familiarity in navigating Athletics brand environments, vendor relationships, and NCAA-related considerations.

## 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 salary or hourly range that the University reasonably expects to pay for this position is \$190,000.00 - \$230,000.00.

The full range associated with the job classification is \$138,200.00 - \$271,200.00

## 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.

## Misconduct Disclosure

As a condition of employment, the final candidate who accepts a conditional offer of employment will

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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**

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](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.

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**Contact**

N/A

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