**Othering & Belonging Institute, UC Berkeley**

**Position Title:** Digital Communications Specialist (7461U), Othering & Belonging Institute #9333

**Location:** Main Campus – Berkeley

**How to Apply:** Go to [https://jobs.berkeley.edu/job-listings](https://jobs.berkeley.edu/job-listings) and search for job #9333 to apply.

A tailored cover letter and resume are required. Please submit your cover letter and resume as a single attachment when applying.

**Application Review Date:** For full consideration, please submit your application by August 29, 2020. This job will remain posted until filled.

**About Berkeley**

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

The University of California, Berkeley, is one of the world’s leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the transformative opportunity it provides to a large and diverse student body; its public mission and commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [Guiding Values and Principles](https://guidingvalues.berkeley.edu), our [Principles of Community](https://community.berkeley.edu), and our [Strategic Plan](https://strategicplan.berkeley.edu).
Departmental Overview

The Othering & Belonging Institute (the “Institute”) at UC Berkeley brings together diverse stakeholders to identify and challenge the barriers to an inclusive, just, and sustainable society in order to create transformative change. The Institute is a vibrant hub of researchers, community leaders, policymakers, artists, and communicators that advances research, policy, and work related to marginalized communities. We engage in innovative narrative, communications, and cultural strategies that attempt to re-frame the public discourse around marginality and inclusion and respond to issues that require immediate and long-term action. Our work is informed by understanding how structures and systems work to create or exacerbate othering and exclusion.

The Institute advances research and policy related to marginalized groups and social cleavages including disability, LGBTQ citizenship, race, religion, economics, public health, education, democracy and the new emerging research on global north/global south relations. The Institute represents a tremendous opportunity to bring leading researchers and substantial resources across disciplines to bear on society’s pressing and pivotal issues. The Institute is seeking a full-time Digital Communications Specialist with expertise in social media who can help grow our audiences, promote research and concepts, and increase user engagement. This position reports directly to the Communications Director.

The Institute uses a variety of communications channels to translate and disseminate innovative research and groundbreaking ideas oriented towards building a world where all belong. We also function as a network of individuals and organizations dedicated to building power through changing dominant narratives built on exclusion and marginalization. The Digital Communications Specialist will play a critical role in both efforts, developing and implementing social media strategy, updating the website, and preparing creative email campaigns to engage audiences and help them discover content. They will also be tasked with managing the dissemination of key research projects.

The ideal candidate will be self-motivated and results-driven. They will have an understanding of racial, gender, economic and social justice issues; a track record of designing and executing digital campaigns; and an ability to work with a diverse range of people.

This is an exciting time to join the Institute as demand for our expertise is growing. This position is an excellent opportunity for someone who is deeply interested in using digital tools and marketing best practices to engage a growing range of audiences in many of the most profound conversations of our time.
Responsibilities

Update Institute-managed websites
- Post new content daily, provided by staff.
- Monitor, analyze and share Google Analytics data.
- Create lead capture forms and landing pages with CRM.
- Use SEO best practices to make content findable.
- Advise on projects that enhance website functionality and user experience.

Manage Social Media
- Maintain Facebook, Twitter, LinkedIn, and Instagram social media channels.
- Work collaboratively to refine social media strategy and messaging guidelines.
- Monitor, analyze and share social media metrics.
- Manage Facebook advertising.
- Create visual content, and supervise students to create content.
- Design and implement social media engagement campaigns.
- Partner with social media managers in organizations that are part of OBI networks.

Email
- Write and implement email drip series and user journeys, using marketing CRM.
- Implement list growth campaigns.
- Perform split testing as needed.
- Monitor email and list growth engagement metrics.

Project manage the dissemination of research projects and other project specific support for Institute wide events.

Required Qualifications

- Minimum 2 years experience in digital communications and marketing.
- Technical acuity in CRM platforms and web publishing.
- Ability to meet deadlines and manage multiple projects at one time.
- Proven track record of creating and implementing successful digital campaigns that both engage and grow supporters.
- Strong writing and copy-editing skills.
- Comfort using digital marketing tools: e.g. CRMs (like EveryAction or Salsa), Google Analytics, Hootsuite, Canva etc.
- Experience with Facebook and or Google advertising.
- Experience with cause-related campaigns.
- Knowledge of racial, gender and social justice issues.
• Proficient with Photoshop or similar tools.
• Good verbal and interpersonal communication skills and political acumen.
• Good organizational skills.
• Skill to maintain confidentiality.

Preferred Qualifications

• Video and Audio editing a plus.

Salary & Benefits

This is a non-exempt, biweekly paid position. Hourly pay range is $26.53-, $31.13 commensurate with experience. For information on the comprehensive benefits package offered by the University visit: https://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html

Other Information

This is a three-year contract position with the possibility of renewal.

Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant see:

For the complete University of California nondiscrimination and affirmative action policy see:
http://policy.ucop.edu/doc/4000376/NondiscrimAffirmAct