

Associate Director of Communications (#21808)

Job Description

Department: Cal Performances
Classification: Communications Specialist 3
Title Code: 7477U Exempt
Percent Time: 100 %
Supervisor's Title: Director of Marketing and Communications
Personnel Program: Personnel Policy for Staff Members (PPSM)

Introduction

Cal Performances is the performing arts presenting, commissioning and producing organization based at the University of California, Berkeley. The mission of Cal Performances is to produce and present performances of the highest artistic quality, enhanced by programs that explore compelling intersections of education and the performing arts. Cal Performances fulfills this mission by presenting, producing, and commissioning outstanding artists, both renowned and emerging, to serve the University and the broader public through performances and education and community programs.

Under the strategic direction of the Director of Marketing and Communications, develops and executes long range external communication plans and content strategies to engage a wide variety of Cal Performances constituencies, including ticket holders, donors, both individual and institutional, key campus and community constituencies, performing arts industry peers, external media, and the general public in order to develop awareness and support of all Cal Performances institutional and programming initiatives. The Associate Director of Communications works in partnership with other members of the marketing and communications team to deploy content strategies and communications initiatives across a wide spectrum of communications channels, including traditional media channels, social media, direct communication vehicles, and web.

Responsibilities

Duties include but are not limited to:

Communications Strategy and Relationship Development and Management

- Under the overall strategic direction of the Director of Marketing and Communications, works with various Cal Performances internal departments as necessary to formulate comprehensive communication plans to effectively develop support and awareness for Cal Performances initiatives across a wide range of external constituents, including the use of social media, traditional media, and Cal Performances owned and distributed content.
- Identifies, develops, and maintains productive, ongoing relationships with a broad spectrum of key influencers and across a wide variety of constituencies, including social media and campus constituencies.
- Acts as principal liaison with UC Berkeley communications departments to coordinate university level coverage and awareness of Cal Performances events and initiatives, including acting as primary liaison with University departments and partners in developing communications plan and collateral in support of Cal Performances Illuminations series activities.
- Acts as primary liaison with outside communications consultants as necessary to solicit and manage national and international communications and media coverage of Cal Performances events and initiatives.
- Manages process for monitoring and reporting of Cal Performances institutional press and social media activities, including tracking and reporting on metrics related to social media engagement.

- Accommodates media presence on site at Cal Performances events and functions as necessary.

Content Strategy and Development

- Working in coordination with Digital Marketing Manager, Media Relations Manager, and other members of the Marketing and Communications team, develops content plan and oversees development of or directly produces completed content, as necessary, for communicating Cal Performances' stories and institutional messaging through a wide variety of communications channels, both outside and institutionally owned, including written, digital, and video content.
- Develops overall content strategies and oversees execution of content creation and deployment for Cal Performances' social media channels.
- Working in coordination with Manager of Media Relations and Communications Editor, develops strategic messaging, project manages, writes, and or commissions writing (as necessary) of news announcements and additional external communications for all Cal Performances events.
- Assists, as possible, in formulation of strategies and content for internal communications as necessary, including board and staff communications.

Supervision and resource development and management

- Oversees Media Relations Manager and Digital Content Associate
- Recruits, screens, selects and supervises professional consultants as well as student assistants and interns and or other supplemental social media content producers on an ongoing basis.
- Develops and monitors metrics to identify and report on efficacy of press activities and strategies.
- Monitors and administers annual communications budget.

Skills, Knowledge & Abilities

Required Qualifications

- Minimum 5 years senior-level work in public relations or communications. Experience working with a non-profit organization is required.
- Bachelor's degree in English, Communications, Public Relations or Journalism preferred; or commensurate work experience in one of these areas.
- Strategic thinker, solution oriented, multi-tasker who can prioritize multiple competing issues and initiatives.
- Exceptional verbal and writing skills, including excellent strategic experience in high level message formulation and positioning; proven editing and proofreading ability; publications or publishing experience.
- Strong attention to detail, superior interpersonal and negotiation skills, high level of tact, diplomacy and confidentiality.
- Strong understanding of social media strategies and execution. Demonstrated high level of creativity in message creation and deployment within a digital environment.
- Knowledge of management and supervisory practices; demonstrated ability to manage personnel, delegate projects and tasks, and provide effective follow-up.
- Excellent working knowledge of computer systems and software including word processing, spread sheets and data management software, specifically Microsoft Word, Excel and Access.
- Excellent working knowledge of digital production techniques including still photograph, audio and video capturing and editing and other emerging storytelling techniques and skills necessary to produce original content for web and internet use.

- Demonstrated initiative and ability to work effectively both independently and as part of a team.
- Ability to work under pressure of deadlines, which requires excellent organizational skills, time management efficiency, and careful attention to details.
- Excellent analytical skills to effectively develop, implement, coordinate and evaluate long-range departmental as well as unit goals and objectives.

Preferred Qualifications

- Experience working in a performing arts and/or university environment is highly desirable.
- Solid knowledge of classical music, current artists, and the entertainment industry is highly desirable.
- Knowledge of Bay Area local and national media outlets, both traditional and online, is desirable.

For more information and to apply, please visit <http://jobs.berkeley.edu/> (search by the Job ID ##**21808**) or go to

https://careerspub.universityofcalifornia.edu/psp/ucb/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_APP_SCHJOB.GBL?Page=HRS_APP_JBPST&Action=U&FOCUS=Applicant&SiteId=21&JobOpeningId=21808&PostingSeq=1