

## Director of Communications

### Job Description

**Department:** Cal Performances  
**Classification:** TO BE FILLED OUT  
**Title Code:** 0471U Exempt  
**Percent Time:** 100 % FTE  
**Supervisor's Title:** Executive and Artistic Director  
**Personnel Program:** Personnel Policy for Staff Members (PPSM)

### Introduction

The Director of Communications develops overall vision for Cal Performances' communications strategy and initiatives, with responsibilities including overseeing Cal Performances' communications output; team leadership and motivation; audience development; budget development and management; and brand management goals and activities. The Director of Communications provides strategic management of communications initiatives for the organization, working with subject matter experts within the Marketing & Communications team to deploy content across communications channels 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 Cal Performances institutional and programming initiatives. As a member of senior staff, the Director of Communications is a key participant in crafting Cal Performances' organizational identity, in addition to participating in long-range planning, analysis, and evaluation of organizational goals and objectives.

### Responsibilities

Duties include but are not limited to:

Develops annual Communications budget and oversees program book expense budgets, including establishing priorities for expenditures, evaluating cost-effectiveness of expenditures to ensure

compliance with established budgets and new strategic opportunities, and authorizing expenditures incurred by Communications personnel.

Analyzes, monitors, and reports to Board of Trustees leadership, including Executive Committee, on communications initiatives. Alongside the Director of Marketing, acts as Marketing & Communications liaison to Board of Trustees and serves on relevant committees of the Board, including Executive and Finance committees.

Directs and develops external and internal communications strategies that support Cal Performances' overall strategic goals, promote Cal Performances events and initiatives, and build general brand awareness to cultivate relationships with a wide range of constituents. Serves as brand leader alongside the Director of Marketing to coordinate institutional branding initiatives and to ensure consistency in brand integrity across organizational output.

Fosters closer institutional relationships between Cal Performances and strategically identified UC Berkeley leadership/divisions, as well as industry and regional institutions, by direct engagement with these units when appropriate; develops communications frameworks and oversees the development of materials to support Cal Performances Executive and Artistic Director and Deputy Executive Director in pursuing these connections.

Acts as primary liaison with partnering University departments and institutes in developing communications plans for jointly produced events/programs, in particular Cal Performances *Illuminations* series activities; supervises Public Relations Manager in coordinating university-level coverage and awareness of Cal Performances events and initiatives.

In partnership with the Director of Marketing, provides overall vision and leads strategic management of all Cal Performances sales and communications channels, including program book and institutional publications, ticket office, website, mobile, and social media channels.

Works with various Cal Performances internal departments as necessary to formulate comprehensive communications plans to effectively develop support and awareness for Cal Performances initiatives across a wide range of external constituencies. Serves in advisory capacity on cross-departmental initiatives with implications for brand image to ensure consistency across audiences/stakeholder groups, as well as to ensure proper application of communications best practices.

In partnership with the Director of Marketing, provides strategic and editorial leadership and vision for content development and execution and deployment across both owned and external communication channels, including traditional media, video, website, email, blog, social media, and specialized direct communication vehicles.

Provides leadership and service as necessary to related departmental areas, including executive, staff, and Board of Trustees. Leads specialized projects as assigned, such as cause-related or special event communications. Assists, as possible, in formulation of strategies and content for internal communications as necessary, including Board and staff communications.

Manages the Communications staff, including recruitment, training, mentoring, and evaluation; directs communications operations on behalf of the department. Provides support, coaching, and performance-related feedback to all direct reports on a consistent basis.

Develops nuanced messaging to mitigate or respond to situations/direct inquiries that may be reasonably assessed as a threat to organizational reputation, should the situation escalate.

Directs, through subordinate staff, the creation of institutional branding, communications, and audience development campaigns in the areas of social media, email communications, publications, press and community relations, internal communications, and audience development in order to support Cal Performances' overall strategic organizational objectives.

In partnership with the Director of Marketing, develops and implements market research instruments or utilizes standard market research instruments to collect information necessary to effectively market goods and/or services; plans and conducts surveys as required; develops and coordinates additional means to seek regular input from key constituencies regarding the quality of Cal Performances' programs and services.

## **Skills, Knowledge, & Abilities**

### **Required Qualifications**

Bachelor's degree in related area and/or equivalent experience/training. Minimum of five years of experience in public relations and communications. Demonstrated experience leading high-priority and complex communications initiatives across a wide range of constituencies.

Strong knowledge of current best practices, trends, and developments in communications strategies, including emerging channels, changing and developing technologies, and best practices across the communications industry and performing arts industry. Understanding of specific opportunities and challenges of working within a public university is preferred, though not required.

- Advanced skill in strategic planning and project management to effectively organize resources, establish priorities, and achieve desired results. Strategic thinker, solution-oriented, multi-tasker who can prioritize competing issues and initiatives.

Advanced skills to organize and successfully communicate information to a variety of publics regarding a wide range of events, services, policies, and procedures.

- Excellent analytical skills to effectively develop, implement, coordinate and evaluate long-range departmental as well as unit goals and objectives.

Ability to work under pressure of deadlines, which requires excellent organizational skills, time management efficiency, and careful attention to details. Strong skills to produce results and achieve predetermined goals within budget and time constraints, under pressure of deadlines in a stressful environment.

- Strong skill in managing staff, including selection, training, evaluating, and coaching staff at all organizational levels; skill in taking corrective action with staff as required.
- Excellent interpersonal communication skills and political acumen, including advanced skills to effectively represent the organization with other internal (UC Berkeley campus) and/or external constituencies. Strong analytical, project management, and problem recognition/mitigation/resolution skills.

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.

- Demonstrated initiative and ability to work effectively both independently and as part of a team.
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**Employee's Signature**

**Date**

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