Communications Director

About Berkeley
The University of California, Berkeley, is one of the world’s most iconic teaching and research institutions. Since 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world. Berkeley’s culture of openness, freedom and acceptance—academic and artistic, political and cultural—make it a very special place for students, faculty and staff.

Berkeley is committed to hiring and developing staff who want to work in a high performing culture that supports the outstanding work of our faculty and students. In deciding whether to apply for a staff position at Berkeley, candidates are strongly encouraged to consider the alignment of the Berkeley Workplace Culture with their potential for success at http://jobs.berkeley.edu/why-berkeley.html.

Application Review Date
The First Review Date for this job is: May 23, 2019.

Departmental Overview
The Center for Labor Research and Education (Labor Center) is a public service and outreach program of the UC Berkeley Institute for Research on Labor and Employment. Founded in 1964, the Labor Center conducts research and education on issues related to labor and employment. The Labor Center’s curricula and leadership trainings serve to educate a diverse new generation of labor leaders. The Labor Center carries out research on topics such as job quality and workforce development issues, and we work with unions, government, and employers to develop innovative policy perspectives and programs. We also provide an important source of research and information on unions and the changing workforce for students, scholars, policymakers and the public.

Responsibilities
CLRE seeks an experienced Communications Director to develop and oversee a comprehensive, strategic and multidisciplinary communications program to raise the profile of CLRE as a hub for policy relevant research and education on issues related to labor and employment, and trainings for unions and worker organizations to develop a diverse new generation of leaders.

Strategic Communications Planning
- Works with the Chair and program leads to develop comprehensive long and short-term strategic communications plans for the Center and its programs, including goals, measures of success, action items, and resources.
- Identifies specific communications needs and develops methods for evaluating the effectiveness of the Center’s communications.
- Identifies approaches to expanding the audience and new communication tools for CLRE’s work.
- Works with CLRE leadership to build an institutional identity that represents CLRE’s mission and activities to key stakeholders and audiences.

**General Communications Oversight**
- Develops and oversees a complex comprehensive communications program, including written, visual, and electronic communications for CLRE and its programs.
- Sample projects include media release plan for new research publications, event publicity, and developing video and blog features.
- Provides oversight and improves effectiveness of CLRE’s web and social media presence and email communications, in coordination with relevant CLRE staff.
- Oversees the production of printed materials, such as annual reports and brochures, coordinating with external consultants as needed.
- Advises CLRE staff about effective communications practices and techniques, and ensures that consistent messaging is communicated to key audiences and partners.

**Media Relations**
- Oversees the development and maintenance of targeted media relationships relating to CLRE’s research areas, provides oversight on press releases and other media outreach.
- As assigned, handles breaking news situations, including developing strategies for dealing with sensitive and/or controversial issues.
- Ensures that proactive media placements are consistent with strategic messaging goals.

**Communications Leadership and Training**
- Occasionally called upon to act as spokesperson for CLRE, and to represent CLRE to campus, professional and community organizations.
- Provides communications trainings to CLRE staff.
- Supervises CLRE communications team.
- Other responsibilities as assigned.

**Required Qualifications**
- Bachelors degree in related area and/or equivalent experience/training.
- Advanced knowledge and understanding of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.
- Experience creating, developing, and implementing long and short term strategic communication plans.
- Experience directing and working with organizational leadership on all aspects of communications, ranging from developing effective communication strategies to appropriately responding to inquiries regarding sensitive or complex issues or information.
- Advanced skill in creating clear and effective communications materials, including websites, promotional materials, newsletters, and press releases.
- Strong ability to creatively identify newsworthy stories and events.
- Experience raising the profile of an organization to a range of stakeholder audiences.
- Familiarity with graphic design applications and web-based technologies (Adobe products, WordPress, and contact management systems) to effectively direct staff who perform technical work.
- Excellent written, verbal, interpersonal communications, active listening and political acumen skills.
- Excellent analytical and critical thinking, project management, and problem recognition, avoidance, and resolution skills.
- Experience supervising the work of communications, publications, or other staff.

Preferred Qualifications
- At least 5 years relevant experience
- Familiarity with academic research settings
- Familiarity with UC Berkeley communications protocols
- Knowledge of and interest in CLRE’s research areas (e.g. unions, labor standards, climate policy, health care)

Salary & Benefits
Hourly rate will be commensurate with experience.

For information on the comprehensive benefits package offered by the University visit: [https://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html](https://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html)

How to Apply
Please submit your cover letter and resume as a single attachment when applying. Please visit [https://jobs.berkeley.edu/](https://jobs.berkeley.edu/) and search for Job ID#26871.

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.

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: [https://www.eeoc.gov/employers/upload/poster_screen_reader_optimized.pdf](https://www.eeoc.gov/employers/upload/poster_screen_reader_optimized.pdf)
For the complete University of California nondiscrimination and affirmative action policy see: [https://policy.ucop.edu/doc/4000376/DiscHarassAffirmAction](https://policy.ucop.edu/doc/4000376/DiscHarassAffirmAction)