Director of Communications, University Library
Department & Position Overview:

The UC Berkeley Library is an internationally renowned research and teaching facility at one of the nation’s premiere public universities. Berkeley serves a campus community of 27,500 undergraduate students, 10,400 graduate students, 2,200 faculty and approximately 450,000 alumni. The Library has approximately 420 FTE employees and comprises 24 campus libraries including the Doe/Moffitt Libraries, The Bancroft Library, the C. V. Starr East Asian Library and subject specialty libraries.

The Library has a collection of more than 11 million volumes, including remarkable special and rare collections, and provides digital access to vast additional resources. It provides extensive instruction, participating in hundreds of classes and contacting thousands of students each year. The Library is committed to supporting and advancing all forms of scholarship, including producing and disseminating scholarship using digital content, tools and formats. The Library is a leader in scholarly communications, with programs supporting open access publishing and data management, and a commitment to explore and improve the production, dissemination, sharing and use of all scholarly resources. The annual budget is about $60 million.

The University of California at Berkeley Library seeks an experienced, mission-driven marketing and communications expert to serve as its Director of Communications. This position will have primary responsibility for providing leadership on communications and marketing strategies to support the Library’s mission to help the Berkeley campus community and the wider public find, evaluate, and use information to build a better world. The incumbent will report to the University Librarian and manage a team of communications professionals. This team will be dedicated to developing and implementing best-in-class marketing and communication strategies across an array of communications channels, including a focus on social media. Audiences include the campus community; alumni and other philanthropic supporters of the Library; the public at large; and the research library community (both external and internal to the University Library).
**Major Responsibilities**

- Design and implement a comprehensive, integrated plan for informative and persuasive communications, specifying long-term goals, strategies and tactics to advance the Library’s mission, visibility, reputation, and fundraising.
- Manage the provision of communications services to support multiple library functional groups, including development, events, instructional and public services, scholarly communications, and administrative services.
- Manage the provision of communications services to support the entire University Library system.
- Manages and supervises a team of communications professionals; selects, trains, guides, directs, evaluates and as required takes corrective action with professionals and support staff.
- Develop metrics to support continuous improvement in communications and marketing efforts.
- Lead a cohesive, collaborative, effective communications and marketing team, whose responsibilities will include:
  - Producing print magazines and/or newsletters.
  - Producing e-newsletters using multiple media (including video).
  - Producing on-line and/or print marketing materials.
  - Managing the Library’s web and social media presence.
  - Producing a wide range of communications materials (posters, public announcements, mementos, etc.) to support special events and initiatives.
- Promoting the Library in partnership with the campus’s Office of Communications & Public Affairs, and with others in the campus’s marketing and communications community.
**Required Qualifications**

- Bachelor’s degree (or equivalent experience) and at least five years of progressively responsible experience in marketing or public relations
- Demonstrated experience exhibiting exceptional judgment, strong leadership skills, and collaborative work style
- Proven ability to recommend, design, and implement new initiatives
- Outstanding communication and presentation skills, both written and oral
- Demonstrated success in gathering stakeholder input, planning and executing a branding, marketing and communications strategy
- Skill in engaging with customers across multiple channels; demonstrated use of both traditional and new media, including use of emerging technologies such as social media
- Experience in applying innovation and strategic, long-term thinking, including developing a culture of innovation within the communications group
- A proven ability to gather pertinent data and interpret its meaning to inform strategy and planning
- The ability to understand and appreciate a research library’s services and collections in supporting research and teaching on campus
- Strong supervisory skills to select, train, evaluate, lead, direct, guide and motivate subordinate staff to produce high quality work
- Ability to manage change and work in a fast-paced environment
- Experience with producing communications materials to support sustained fundraising campaigns, or relevant transferable skills
- Strong analytical, critical thinking, project management and problem recognition and resolution skills
- Strong skills to ensure production of high quality work within budget and time constraints
Other Information

- Application review will begin March 3, 2016. The position will be open until filled.
- This position has been designated as sensitive and may require a Criminal Background Check.
- Position salary range is $95,000 to $115,000
- Candidates who advance to the second stage of review will be asked to submit a portfolio demonstrating completed work for a variety of communication activities.

To apply:
Click here or search for job #21148 at jobs.berkeley.edu

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