



UNIVERSITY OF CALIFORNIA, BERKELEY
Director of Strategic and Direct Marketing

The University of California, Berkeley is seeking candidates for the position of Director of Strategic and Direct Marketing. The Director serves as one of the chief strategists for annual giving and direct marketing programs at the University within the division of University Relations. This department increases support for and enhances knowledge of the University of California, Berkeley through fundraising and public outreach. University Relations is undergoing significant growth as the University embarks on a new \$3+ billion comprehensive campaign. In this context, the Director is responsible for building a state of the art direct marketing program to serve the campus' fundraising programs. These programs and activities include the analysis of 400,000+ alumni through market research and data mining, and the execution of multiple direct mail, tele-fundraising, and e-mail campaigns.

The Director oversees a staff of 10+ professionals and an annual budget of \$2+ million. General management responsibilities include developing, implementing and assessing short and long-range plans for achieving program and fund goals, setting and monitoring the general budget, and motivating, assisting and evaluating staff.

QUALIFICATIONS

- Significant experience as a manager of sophisticated direct response programs, preferably in an academic fundraising environment. Comparable experience in management, sales, or marketing.
- Proven record of accomplishment that demonstrates initiative, creativity, managerial, and interpersonal skills.
- Advanced knowledge of current and emerging marketing trends and best practices, including new technologies such as expanded use of internet and web resources.
- Advanced skill in strategic planning, effectively organizing resources and setting and establishing priorities.
- Advanced skill in managing professional staff including selection, training, evaluating and mentoring staff at all levels and experience taking disciplinary action when necessary.
- Well-developed leadership abilities and a willingness to take risks and solve problems creatively.
- Excellent oral and written communication skills. Willingness to work as an integral part of a team is essential.
- Advanced market research, analytical, and data mining skills.
- Ability to articulate a compelling case for philanthropic support in a complex internal and external fundraising environment.
- Strong interpersonal skills and the proven ability to collaborate, build team spirit, and achieve results within a diverse population that may possess competing interests, opinions, and/or expectations.
- Bachelor's degree required; MBA or equivalent advanced degree is preferred.