

Director of Spirit (4568U), Student Union - 83153
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=269634>

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Posted Dec. 23, 2025, set to expire Jun. 30, 2026

Job Title Director of Spirit (4568U), Student Union - 83153
Department Student Union
Institution University of California, Berkeley
Berkeley, California

Date Posted Dec. 23, 2025

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Professional Staff
Director/Manager

Academic Field(s) Music - General
Dance

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Job Description

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About Berkeley

At the University of California, Berkeley, we are dedicated to fostering a community where everyone feels welcome and can thrive. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

As a world-leading institution, Berkeley is known for its academic and research excellence, public

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mission, diverse student body, and commitment to equity and social justice. Since our founding in 1868, we have driven innovation, creating global intellectual, economic and social value.

We are looking for applicants who reflect California's diversity and want to be part of an inclusive, equity-focused community that views education as a matter of social justice. Please consider whether your values align with our [Guiding Values and Principles](#), [Principles of Community](#), and [Strategic Plan](#).

At UC Berkeley, we believe that learning is a fundamental part of working, and provide space for [supportive colleague communities via numerous employee resource groups](#) (staff organizations). Our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our full-time staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. Find out more about how you can [grow your career](#) at UC Berkeley.

Departmental Overview

The Student Union is the campus living room, the driving force behind a thriving, connected, and empowered student experience at UC Berkeley. As the central hub of campus life, we unite essential services, student leadership, and dynamic programs to foster a strong sense of community and success. Our expansive and diverse portfolio, including student-run enterprises, resource centers, and innovative initiatives, ensures that students have access to the tools, spaces, and support they need to thrive.

From housing critical student services like the Basic Needs Center, Educational Opportunity Program (EOP), and the Food Pantry to overseeing high-impact operations such as Berkeley Event Services and the Berkeley Art Studio, we seamlessly integrate commerce, creativity, and community.

With a mission-driven approach, we not only enrich campus life but also generate revenue that fuels student success. Additionally, we provide essential finance and accounting support to registered student organizations and the Graduate Assembly, ensuring responsible stewardship of student resources and fostering financial sustainability within the campus community.

Position Summary

The Director of Spirit serves as the primary administrator and strategic lead for UC Berkeley spirit groups (Cheer, Dance, University of California Rally Committee, the Oski Committee, the Mic Men, and the Bearettes) housed within the Berkeley Student Union and works in partnership with the Director of Bands; all of the groups make up the Cal Spirit portfolio. This role supports program cohesion,

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consistent oversight, and alignment with the University's mission. This position is critical in providing consistent leadership, operational efficiency, and developmental support for all spirit groups, ensuring they thrive as both performance-based teams and student leadership organizations.

Application Review Date

The First Review Date for this job is: 12/30/2025. For full consideration, please apply by 01/05/2026.

Responsibilities

Campus & Community Liaison

- Serve as the central point of contact between the spirit groups and campus partners such as Intercollegiate Athletics (IA), the Chancellor's Office, University Development and Alumni Relations (UDAR), the ASUC, Alumni Relations, and other student organizations.
- Facilitate collaboration for athletic events, campus programming, alumni engagement, and community outreach. Collaborate with and advise spirit group student leaders in the role as University representatives on and off-campus.

Manage and Develop Professional Staff

- Hire, supervise and evaluate 6-7 part-time professional coaches for Cheer, Dance and the Bearettes, and related groups.
- Provide professional development opportunities for coaching staff to ensure quality instruction, adherence to performance standards, and a safe, inclusive environment for student participants.
- Supervise full-time administrator who will manage operational execution related to travel, supplies, uniforms, space reservations, etc.

Oversee Student Leaders to High Level Outcomes for Spirit Groups

- Provide strategic advising, oversight, and management to 15+ student leaders, supporting over 200 student participants, to achieve the goals of Berkeley Spirit Groups.
- Facilitate student leaders to set and execute on programmatic strategy, manage complex risk, and ensure activities align with university policies, campus traditions, and student development goals.

Strategic Program Development

- Administer budget and oversee purchasing.

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- Design and implement initiatives that enhance leadership development, student engagement, and career readiness for spirit group members.
- Expand the scope of appearances and programming beyond athletics to include university ceremonies, community partnerships, and student life events.

Risk & Compliance Management

- Maintain compliance with Title IX, hazing prevention policies, student conduct regulations, and health/safety protocols.
- Proactively address any potential risks and ensure training is provided to all participants and staff.

Required Qualifications

- Solid knowledge of and/or can quickly learn the organization's processes, protocols and procedures with a focus on budget, account and fund management and/or personnel management within labor contract(s) and personnel policy.
- Ability to translate financial figures and complex concepts to individuals with little financial experience in a clear and concise manner, both in writing and verbally.
- Solid knowledge of common organization-specific and other computer application programs.
- Solid interpersonal skills including verbal and written communication, active listening, critical thinking, persuasiveness, advising, and counseling to effectively motivate others.
- Ability to work with and advise a variety of groups and individuals who have disparate expectations and experiences to align the objectives of the unit and University.
- Solid skills to quickly evaluate complex issues and identify resolutions.
- Solid organizational and customer service skills to effectively manage multiple priorities.
- Solid knowledge of financial analysis and reporting techniques; human resources and risk management planning; accounting and payroll.
- Demonstrated skills in employee supervision and HR administration.
- Skills and experience in mentoring and advising students and working effectively with student leaders.
- Ability to attend frequent weekend and evening events, as well as domestic travel to Athletic games and tournaments a few times a year.
- Excellent organizational and analytical skills and skills to perform effectively under deadlines.
- Able to work independently and multi-task own work while overseeing and managing work delegated to others.
- Ability to balance competing and conflicting priorities and demands.
- Familiarity with risk management in student travel and physical activity.

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- Minimum of 5 years of relevant professional experience in student affairs, campus engagement, athletics, or spirit program management.
- Bachelor's degree in related area and/or equivalent experience/training.

Preferred Qualifications

- Experience in a higher education setting with cross-divisional reporting or collaboration.
- Knowledge and experience in principles of fundraising.
- Background in choreography, music coordination, or mascot programming.
- Knowledge of ACC rules and game day operations.
- Master's degree in related area and/or equivalent experience/training.

Salary & Benefits

For information on the comprehensive benefits package offered by the University, please visit the University of California's [Compensation & Benefits](#) website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this job announcement. This range takes into account the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and experience.

The budgeted annual salary range that the University reasonably expects to pay for this position is \$124,000.00 - \$128,000.00

- This is an exempt monthly-paid position.

How to Apply

- To apply, please submit your resume and cover letter.

Other Information

- This is not a visa opportunity. This position does not include sponsorship of a new consular H-1B

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visa petition that would require payment of the \$100,000 supplemental fee.

- This position is eligible for up to 20% hybrid work. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs, and are subject to change.

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.

SB 791 and AB 810 Misconduct Disclosure Requirement: As a condition of employment, the final candidate who accepts a conditional offer of employment will be required to disclose if they have been subject to any final administrative or judicial decisions within the last seven years determining that they committed any misconduct; received notice of any allegations or are currently the subject of any administrative or disciplinary proceedings involving misconduct; have left a position after receiving notice of allegations or while under investigation in an administrative or disciplinary proceeding involving misconduct; or have filed an appeal of a finding of misconduct with a previous employer.

"Misconduct" means any violation of the policies or laws governing conduct at the applicant's previous place of employment, including, but not limited to, violations of policies or laws prohibiting sexual harassment, sexual assault, or other forms of harassment, discrimination, dishonesty, or unethical conduct, as defined by the employer. For reference, below are UC's policies addressing some forms of misconduct:

[UC Sexual Violence and Sexual Harassment Policy](#)

[UC Anti-Discrimination Policy](#)

[Abusive Conduct in the Workplace](#)

Equal Employment Opportunity

The University of California is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, protected veteran status, or other protected status under state

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or federal law.

To apply, visit

https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS_CG_S

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

University of California, Berkeley

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