UNIVERSITY OF SOUTHERN CALIFORNIA
Marketing Assistant
Job Code: 129207

Grade: G
OT Eligible: Yes
Comp Approval: 1/28/2005

JOB SUMMARY:
Provides assistance and support in all aspects of department marketing activities. Coordinates department activities, as assigned. Provides administrative assistance, as required.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

_____ _____ Coordinates marketing activities for a University department, as assigned.
_____ _____ Provides customer service: answers questions, provides information, researches and resolves problems.
_____ _____ Coordinates department activities with vendors (designers, printers, mailing houses, etc.), as assigned.
_____ _____ Assists with marketing research, as assigned.
_____ _____ Generates and coordinates use of marketing reports, as required.
_____ _____ Monitors marketing budget(s), as assigned.
_____ _____ Administers department marketing calendar, as assigned. Monitors schedules, production and distribution arrangements and other details to ensure timely completion and quality control of marketing activities and publications.
_____ _____ Writes and/or edits copy for department marketing projects such as publications, advertisements, press releases, announcements, etc., as assigned.
_____ _____ Coordinates advertising placement and schedules, as assigned.
_____ _____ Establishes and maintains department records and files and provides additional administrative support, as assigned.
_____ _____ Inventories and orders supplies for department. Arranges for maintenance and repair of equipment. Administers other office functions, as assigned.

Performs other related duties as assigned or requested. The University reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

EMERGENCY RESPONSE/RECOVERY:
Essential: No
Yes In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.

JOB QUALIFICATIONS:

Minimum Education:

Associate’s Degree
Combined experience/education as substitute for minimum education

Minimum Experience:

1 Year
Combined education/experience as substitute for minimum experience

Minimum Field of Expertise:

Education and/or experience in marketing, journalism, communications, public relations, business administration, advertising or related field.

Preferred Experience:

2 Years

Skills: Administrative:

Assemble and coordinate manuscripts
Assemble and organize numerical data
Balance figures
Communicate with others to gather information
Compose letters
Compute totals
Coordinate events
Coordinate meetings
Draft routine correspondence
Edit routine documents
Establish filing systems
Gather data
Input data
Maintain filing systems
Maintain logs
Prioritize different projects
Research information
Schedule appointments
Understand and apply policies and procedures
Use computer packages to prepare graphics
Use computerized spreadsheets
Use database and/or word processing software
Use desktop publishing software
Write memorandums for own signature

Skills: Machine:

Calculator
Computer Network (Department or School)
Computer Network (University)
Computer Peripheral Equipment
Fax
Personal Computer
Photocopier
Word Processor

Supervises: Level:

May oversee student, temporary and/or casual workers.

SIGNATURES:

Employee: __________________________ Date: _________________________

Supervisor: _________________________ Date: _________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

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