UNIVERSITY OF SOUTHERN CALIFORNIA

Marketing Coordinator

Job Code: 129211

Grade: H
OT Eligible: Yes
Comp Approval: 1/1/2007

JOB SUMMARY:
Coordinates all aspects of department marketing functions and activities.

JOB ACCOUNTABILITIES:

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<th>*E/M/NA</th>
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Coordinates activities to promote awareness of department services and/or products within the University community and/or to the general public, such as direct mail, telemarketing, advertising, publicity, community relations, special events, etc. Analyzes, monitors, and evaluates marketing efforts for effectiveness, as assigned.

Coordinates design, production and distribution of publications and other promotional materials, such as press releases, advertisements, catalogs, brochures, flyers, signage, A/V presentations, displays, exhibits, etc.

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.

Coordinates advertising placement and schedules.

Coordinates appropriate use of University and/or department logos, emblems and indicia.

Establishes and maintains contacts with internal and external marketing professionals and vendors such as artists, designers, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, etc.

Negotiates licenses and/or vendor contracts, as assigned.

Coordinates work of contracted vendors, as assigned, and ensures timely delivery of goods and/or services.

Researches and prepares budget proposals for marketing purposes, as assigned.

Administers marketing budget(s), as assigned.

Coordinates use of surveys and other market research instruments to collect appropriate information, as assigned.

Writes and/or edits copy for department marketing projects such as publications, advertisements, press releases, announcements, etc., as assigned.

Compiles and analyzes information and prepares reports and/or other documentation for management review.
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:**

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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:**

- Bachelor's Degree
- Combined experience/education as substitute for minimum education

**Minimum Experience:**

- 2 Years

**Minimum Field of Expertise:**

- Marketing, publications, public relations, business administration, communication, advertising or related field experience. Knowledge of the principles and practices of marketing. Demonstrated verbal and written communication skills.

**Preferred Education:**

- Master's Degree

**Preferred Experience:**

- 3 Years

**Skills:** Other:

- Analysis
- Assessment/evaluation
- Budget control
- Budget development
- Communication -- written and oral skills
- Conceptualization and design
- Creative writing and editing
- Graphic design
- Knowledge of applicable laws/policies/principles/etc.
- Marketing
- Negotiation
- Networking
- Organization
- Planning
- Project management
Public relations
Research
Scheduling

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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