<table>
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<th>% TIME</th>
<th><strong>E/M/NA</strong></th>
<th>JOB ACCOUNTABILITIES:</th>
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<td>Administers day-to-day marketing operations for university unit or department. Participates in development of marketing and sales goals, objectives, plans and strategies. Assists in determining target markets.</td>
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<td>Administers programs 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, promotional activities, special events, websites, etc.</td>
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<td>Develops, produces and distributes publications and other promotional materials for department marketing and public relations purposes. Collaborates with faculty, staff or clients on marketing, strategic issues and ways to position or portray progress, services, goods or services within university and/or to the general public through publications or other promotional materials. Coordinates appropriate use of university and/or department logos, emblems and indicia.</td>
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<td>Researches and prepares budget proposals for marketing purposes, as assigned.</td>
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<td>Administers marketing budget(s), as assigned.</td>
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<td>Develops and implements market research instruments or utilizes standard market research instruments to collect information necessary to develop market strategies and/or market department goods and/or services. Plans and conducts comprehensive surveys to identify market needs and requirements, as appropriate.</td>
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<td>Analyzes and evaluates research, current market conditions and trends to assist in determining development and direction of marketing plans and projects.</td>
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<td>Coordinates use of surveys and other market research instruments to collect appropriate information, as assigned.</td>
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<td>Designs and produces marketing reports and/or proposals for department and/or university use. Makes recommendations based on research, trends, etc.</td>
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<td>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.</td>
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<td>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.</td>
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</tbody>
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Negotiates licenses and/or vendor contracts, as assigned.

Establishes and maintains appropriate network of professional contacts. Maintains currency with professional organizations and publications. Attends and participates in meetings, conferences, etc. Represents University and/or unit, as assigned or appropriate.

Provides leadership and guidance to staff, student workers, volunteers, outside consultants and/or other constituencies, 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
- [x] 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:**

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

**Minimum Experience:**

- 3 years
- Combined education/experience as substitute for minimum experience

**Minimum Field of Expertise:**

- Thorough knowledge of marketing and business management. Knowledge of the principles, practices, concepts and methodology 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
Consulting
Creative writing and editing
Graphic design
Interpretation of policies/analyses/trends/etc.
Knowledge of applicable laws/policies/principles/etc.
Marketing
Negotiation
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Research
Scheduling

Skills: Machine/Equipment:
- Calculator
- Computer network (department or school)
- Computer network (university)
- Computer peripheral equipment
- Fax
- Personal computer
- Photocopier

Supervises: Level:
May oversee student, temporary and/or resource 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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