UNIVERSITY OF SOUTHERN CALIFORNIA
Marketing Manager I
Job Code: 129215

Grade: J
OT Eligible: No
Comp Approval: 1/28/2005

JOB SUMMARY:
Manages marketing activities, as assigned, for University unit or department. Supervises assigned staff.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

Manages day-to-day marketing operations and supervises staff, as assigned. Participates in development of marketing and sales goals, objectives, plans and strategies. Assists in determining target markets. 100%

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, etc. 100%

Develops, produces and distributes publications and other promotional materials for department marketing and public relations purposes. 100%

Researches and prepares budget proposals for marketing purposes, as assigned. 100%

Administers marketing budget(s), as assigned. 100%

Develops and implements market research instruments or utilizes standard market research instruments to collect information necessary to market department goods and/or services. Plans and conducts surveys, as appropriate. 100%

Coordinates use of surveys and other market research instruments to collect appropriate information, as assigned. 100%

Designs and produces marketing reports for department and/or University use. 100%

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. 100%

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. 100%

Negotiates licenses and/or vendor contracts, as assigned. 100%

Coordinates appropriate use of University and/or department logos, emblems and indicia. 100%

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. 100%
__E___ ______ Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with University Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of University's crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.

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:

   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
   Conflict resolution
   Consulting
   Counseling
Creative writing and editing
Graphic design
Interpretation of policies/analyses/trends/etc.
Interviewing
Knowledge of applicable laws/policies/principles/etc.
Managerial Skills
Marketing
Negotiation
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Research
Scheduling
Staff development
Teaching/Training

Skills: Machine:

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

Supervises: Level:

Supervises employees and student workers

Supervises: Nature of Work:

Administrative
Professional/Paraprofessional
Project Management

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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