UNIVERSITY OF SOUTHERN CALIFORNIA

Marketing Manager II

Job Code: 129219

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

JOB SUMMARY:
Plans, implements and manages marketing functions for assigned 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.

____  ______ Plans, implements and manages department marketing activities. Determines marketing and sales goals, objectives and strategies. Develops short and long-range marketing plans for department.

____  ______ Designs and manages programs to promote 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.

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

____  ______ Develops and administers marketing budget(s) for department and/or on a project basis.

____  ______ 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.

____  ______ Designs and produces marketing reports for department and/or University use.

____  ______ Screens and hires vendors needed to produce marketing materials and attain marketing objectives.

____  ______ Determines appropriate use of University and/or department logos, emblems and indicia.

____  ______ Develops and manages department marketing calendar. Determines schedules and deadlines for production and distribution of marketing activities and publications.

____  ______ 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.
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:**

- 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:**

- 5 Years
- Combined education/experience as substitute for minimum experience

**Minimum Field of Expertise:**

- Thorough knowledge of marketing and management. Knowledge of the principles, practices, concepts, methodology, and techniques of marketing. Demonstrated verbal and written communication skills. Demonstrated creative and artistic skills.

**Preferred Education:**

- Master's Degree

**Preferred Experience:**

- 5 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
Statistical analysis
Teaching/Training

Skills: Machine:
Calculator
Computer Network (Department or School)
Computer Network (University)
Computer Peripheral Equipment
Fax
Personal Computer
Photocopiier

Supervises: Level:
Supervises employees and student workers

Supervises: Nature of Work:
Administrative
Managerial
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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