UNIVERSITY OF SOUTHERN CALIFORNIA

Director, Marketing

Job Code: 129221

OT Eligible: No
Comp Approval: 5/24/2016

JOB SUMMARY:
Develops and implements an integrated strategic marketing plan for the University, school or division, to include budget development, administration and staff supervision. Creates a marketing/public relations strategy consistent with the University’s mission, brand, and values. Recognizes challenges and emerging issues faced by the University and identifies internal and external marketing opportunities and solutions. Oversees the day-to-day activities of the Marketing Department including budgeting, planning and staff development. Develops all elements of the University’s social business. Oversees recruitment, hiring, orientation, training and supervision of division or school marketing staff. Plans, develops and manages assigned budget. Participates in division or school long-range and short-term strategic planning, as assigned. Establishes and maintains appropriate network of professional contacts. Screens, hires and oversees work of outside vendors.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

Develops and implements an integrated strategic marketing plan for the University, school or division, to include budget development, administration and staff supervision. Advances the University’s brand identity, broadens awareness of its programs and priorities, and increases the visibility of its programs across key stakeholder audiences. Serves as marketing subject matter expert, both internally and externally.

Creates a marketing strategy consistent with the University’s mission, brand, and values. Cultivates and enhances meaningful relationships between the University’s leadership and targeted, high-level external audiences, including the media, key stakeholders, and corporate and government partners.

Recognizes challenges and emerging issues faced by the University and identifies internal and external marketing opportunities and solutions. Develops and executes resulting appropriate strategies, as necessary.

Oversees the day-to-day activities of the Marketing Department including budgeting, planning and staff development. Establishes goals in a manner that ensures staff have a sense of responsibility and ownership for successful outcomes. Assigns accountabilities, sets objectives, establishes priorities, conducts annual performance appraisals, and makes compensation determinations.

Develops all elements of the social business for the University, division, school or department as appropriate, designing and driving national social media strategy and tactics.

Oversees recruitment, hiring, orientation, training and supervision of division or school marketing staff. Oversees performance evaluation process, ensuring consistent use of all applicable policies and procedures. Counsels, disciplines and/or terminates employees, as required.

Plans, develops and manages assigned budget(s). Approves/disapproves expenditures.
Participates in division or school long-range and short-term strategic planning, as assigned.

Understands and ensures compliance with all current University policies and procedures and with all applicable local, state and federal laws and regulations.

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 division or school, as assigned or appropriate.

Screens, engages and manages work provided by third party outside vendors required to effectively complete assignments to established standards.

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:  
- 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:**

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

**Minimum Field of Expertise:**

- Management experience in marketing and public relations.

**Preferred Experience:**

- 7 years

**Preferred Field of Expertise:**

- Marketing management experience within university setting.

**Skills:** Other:
Analysis
Assessment/evaluation
Budget control
Budget development
Communication -- written and oral skills
Conceptualization and design
Conflict resolution
Consulting
Creative writing and editing
Interpretation of policies/analyses/trends/etc.
Interviewing
Knowledge of applicable laws/policies/principles/etc.
Marketing
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Research
Scheduling

Skills: Machine/Equipment:

- Computer network (department or school)
- Computer network (university)
- Computer peripheral equipment
- Fax
- Personal computer
- Photocopier

Supervises: Level:

Manages through multiple layers of subordinate supervisors.

Supervises: Nature of Work:

- Administrative
- Managerial
- Professional/Paraprofessional

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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