UNIVERSITY OF SOUTHERN CALIFORNIA

Associate Director, Sales and Marketing – Auxiliary Services

Job Code: 143237

OT Eligible: No
Comp Approval: 8/14/2017

JOB SUMMARY:

This position is responsible for the development and implementation of marketing and sales plans, advertising and promotion activities, and sales and marketing budgets. The Associate Director, Sales and Marketing – Auxiliary Services also directs sales forecasting and sets performance goals, develops and recommends product positioning, packaging and pricing, and analyzes the competition and market trends. The position is also responsible for achieving satisfactory profit/loss ratio, preparing and delivering reports and presentations on all sales activity, and monitoring competitor products, sales and marketing. The Associate Director, Sales and Marketing – Auxiliary Services also serves as the liaison for external vendors and maintains knowledge and awareness of changes and trends that affect operations, all while managing an assigned staff.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

Develops and implements strategic marketing plans and sales plans and forecasts to achieve determined objectives for products and services. Plans and oversees advertising and promotion activities including online, website, social media, electronic media, print, trade shows, conferences, and direct mail. Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.

Develops and manages sales/marketing operating budgets. Analyzes and controls expenditures of division to conform to budgetary requirements.

Directs sales forecasting activities and sets performance goals accordingly. Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.

Directly or indirectly manages program and administrative staff, usually through subordinate managers and supervisors. Recruits, screens, hires, and trains staff, as necessary. Evaluates employee performance and provides guidance and feedback. Counsels, disciplines and/or terminates employees as required. Recommends departmental goals and objectives, including workforce planning and compensation recommendations. Reassesses or redefines priorities as appropriate in order to achieve performance objectives. Recommends, approves and monitors professional training and development opportunities for staff.

Develops and recommends product positioning, packaging, and pricing strategy to produce the highest possible long-term market share. Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events, as applicable.

Surveys, reviews and analyzes competition, market trends, customer needs and comments in order to be proactive and adapt with business intelligence.

Achieves satisfactory profit/loss ratio and market share in relation to preset standards and industry and economic trends. Reviews and analyzes sales performance against programs, quotes and plans to determine effectiveness.
Prepares and delivers reports and/or presentations, on a regular basis, concerning all activity and financial sales to senior management. Prepares periodic sales reports showing sales volume, potential sales, and areas of proposed client base expansion for internal and external use. Guides preparation of marketing activity reports and presents to key stakeholders, as required.

Monitors competitor products, sales and marketing activities.

Serves as the liaison for and manages relationships with external vendors and consultants, as required.

Maintains awareness and knowledge of current changes within legal, regulatory, and technology environments which may affect operations. Ensures senior management and staff are informed of any changes and updates in a timely manner. Establishes and maintains appropriate network of professional contacts. Maintains membership in appropriate professional organizations and publications. Attends meetings, seminars and conferences and maintains continuity of any required or desirable certifications, if applicable.

Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with Department of Public Safety. 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:**

5 years

**Minimum Field of Expertise:**

Bachelor's degree, preferably in marketing, communications, public relations or a related field with at least 5 years of related marketing experience. Solid knowledge of internet marketing, social media, blogs and web analytics. Demonstrated exceptional written communication and analytical skills. Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities. Strong
creative, strategic, analytical, organizational and personal sales skills. Experience
developing and managing budgets, and hiring, training, developing, supervising and
appraising personnel. Demonstrated successful experience writing press releases, making
presentations and negotiating with media. Experience overseeing the design and
production of print materials and publications. Excellent computer skills on Microsoft Office,
data base management and publishing software. Ability to manage multiple projects at a
time.

Preferred Education:
Master's degree

Preferred Experience:
7 years

Preferred Field of Expertise:
Master's Degree in Business Administration.

Skills: Other:
Analysis
Assessment/evaluation
Budget control
Budget development
Communication -- written and oral skills
Conceptualization and design
Interpretation of policies/analyses/trends/etc.
Knowledge of applicable laws/policies/principles/etc.
Managerial skills
Negotiation
Organization
Planning
Problem identification and resolution
Project management
Scheduling

Skills: Machine/Equipment:
Calculator
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
Clerical/Secretarial
Managerial
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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