KUSC Advertising Representative
Job Code: 193039

JOB SUMMARY:
Serves as KUSC’s advertising representative by actively identifying, cultivating, soliciting, developing, and servicing comprehensive advertising relationships with arts and culture and corporate clients.

JOB ACCOUNTABILITIES:

*E/M/NA  % TIME

Identifies, cultivates, solicits, develops, and maintains relationships with advertisers and potential advertisers. Researches the internet for information on targeted clients. Develops relationships both at the client and agency levels through face-to-face and over the phone contacts to establish new accounts. Initiates contacts and assesses client/potential client needs to determine sales opportunities.

Makes customized presentations in person to potential clients to secure advertising. Collects data and provides statistical information.

Creates and distributes informational and marketing materials to secure advertising. Generates revenue for KUSC from on-air, website and other promotional materials. Analyzes, monitors and evaluates marketing efforts for effectiveness, as assigned.

Applies traffic system at KUSC in order to enter contracts and to project revenue.

Develops and administers an advertising budget. Monitors and reconciles budget activity. Analyzes variances and provides projections. Prepare financial status reports, as needed.

Services current accounts and develops new accounts. Prepares and sends invoices and statements to clients. Makes follow-up phone calls to collect revenue.

Responds to advertising inquiries via phone call, email and meetings.

Coordinates advertising transactions and activities with clients and advertising agencies.

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:
  2 Years
Minimum Field of Expertise:
  Sales, advertising, marketing, service or related field experience.
Preferred Education:
  Master's Degree
Preferred Experience:
  3 Years
Skills: Administrative:
  Balance figures
  Communicate with others to gather information
  Compute totals
  Conduct meetings
  Coordinate meetings
  Gather data
  Input data
  Research information
  Understand and apply policies and procedures
  Use database and/or word processing software
  Use desktop publishing software
Skills: Other:
  Budget control
  Budget development
  Conceptualization and design
  Consulting
  Creative writing and editing
  Development/fundraising
  Knowledge of applicable laws/policies/principles/etc.
  Marketing
  Networking
  Organization
  Planning
  Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Scheduling

Skills: Machine:

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

Supervises: Level:

May oversee student, temporary and/or casual 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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