



Market Research and Media Monitoring Associate Job Description

JOB INFORMATION

<i>Job Code:</i>	129136
<i>Job Title:</i>	Market Research and Media Monitoring Associate
<i>FLSA Status:</i>	Non-Exempt
<i>Supervisory:</i>	May oversee staff, students, volunteers, agencies and/or resource employees.
<i>Job Family:</i>	Public Communications
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	7 Individual Contributor

JOB SUMMARY

Helps design, execute, and deliver social media listening reports. Leads listening efforts on social media, analyzing online conversations about the university, its reputation, and higher education overall. Oversees the setup of regular reports for university stakeholders, adding data-based insights and recommendations.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Bachelor's degree	
	X	Bachelor's degree	Marketing
	X	Bachelor's degree	Economics
	X	Bachelor's degree	Communication
	X	Bachelor's degree	in related field(s)

Additional Education

Check here if experience may substitute for some of the above education.

Combined experience/education as substitute for minimum education

Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>
X		3 years	of experience in marketing, social media, media relations, business analytics or other relevant fields.

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Proven experience working with leading social media monitoring and listening tools (e.g., Google Analytics, NetBase, Meltwater, Social Studio).

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Expertise with leading social media platforms and backend analytics.
X		Excellent written and oral communications skills.
X		Demonstrated experience with social media management, managing both public and private online communities.
X		Excellent organizational and planning skills.
X		Proficiency with Microsoft Office, particularly Excel.
	X	Experience in higher education.
	X	Familiarity with programming languages and website data.
	X	Established reputation and relationships with local, regional and national media.
	X	Familiarity with current/relevant social media influencers.
	X	Multilingual communication skills, fluent in Mandarin, Spanish, Korean and/or other languages beyond English.

Other Job Factors

- This position is designated as a Campus Security Authority (CSA) under the Clery Act and must comply with the requirements of said designation.

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Monitors and tracks media topics and online conversations relevant to the university. Maintains regular schedule of listening and trendspotting activities. Regularly conducts research and monitors consumer response to higher education and/or industry issues. Forecasts trending topics and informs university communications teams. Provides data-based recommendations as needed or requested.				
Oversees the setup of weekly, monthly and ad hoc reports for distribution to relevant stakeholders. Analyzes key audiences, peer institutions and marketplaces, gathering data and consolidating into actionable items. Prepares and distributes regular reports on popular conversation topics regarding and/or relevant to the university.				
Utilizes social media and analytics platforms to improve and enhance current best practices for listening to audiences and assessing brand reputations. Defines and maintains updated metrics (e.g., keywords, query parameters) for accurate analyses. Stays current with any changes within legal, regulatory and technology environments.				
Manages and monitors the university's online community, engaging on broad topics on varied social media platforms and networks. Promotes an environment that fosters inclusive relationships and creates unbiased opportunities for contributions through ideas, words, and actions that uphold principles of the USC Code of Ethics.				

Other Requirements

Essential:	Emergency Response/Recovery	Essential:	Mandated Reporter
	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.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC's policy at: https://policy.usc.edu/mandated-reporters/

