



JOB INFORMATION

Job Code:	129214
Job Title:	Marketing Administrator
FLSA Status:	Exempt
Supervisory:	May oversee student, temporary and/or resource workers.
Job Family:	Marketing
Job Family Group:	Marketing and Events
Management Level:	7 Individual Contributor

JOB SUMMARY

Administers marketing activities, as assigned, for university unit or department.

JOB QUALIFICATIONS:

Education

Req	Pref	Degree	Field of Study
X		Bachelor's degree	
	X	Master's degree	

Additional Education

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

Combined experience/education as substitute for minimum education

Work Experience

Req	Pref	Work Experience	Experience Level
X		3 years	
	X	3 years	

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

Req	Pref	Functional Skills
X		Thorough knowledge of marketing and business management.
X		Knowledge of the principles, practices, concepts and methodology of marketing.
X		Demonstrated verbal and written communication skills.

Other Job Factors

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Administers day-to-day marketing operations for university unit or department. Participates in development of marketing and sales goals, objectives, plans and strategies. Assists in determining target markets.				
Administers programs to promote awareness of 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, websites, etc.				
Develops, produces and distributes publications and other promotional materials for department marketing and public relations purposes. Collaborates with faculty, staff or clients on marketing, strategic issues and ways to position or portray progress, services, goods or services within university and/or to the general public through publications or other promotional materials. Coordinates appropriate use of university and/or department logos, emblems and indicia.				
Researches and prepares budget proposals for marketing purposes, as assigned.				
Administers marketing budget(s), as assigned.				
Develops and implements market research instruments or utilizes standard market research instruments to collect information necessary to develop market strategies and/or market department goods and/or services. Plans and conducts comprehensive surveys to identify market needs and requirements, as appropriate.				
Analyzes and evaluates research, current market conditions and trends to assist in determining development and direction of marketing plans and projects.				
Coordinates use of surveys and other market research instruments to collect appropriate information, as assigned.				
Designs and produces marketing reports and/or proposals for department and/or university use. Makes recommendations based on research, trends, etc.				
Administers department marketing calendar, as assigned. Monitors schedules, production and distribution arrangements and other details to ensure timely completion and quality control of marketing activities and publications.				
Establishes and maintains contacts with internal and external marketing professionals and vendors such as artists, designers, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, etc.				
Negotiates licenses and/or vendor contracts, as assigned.				
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.				
Provides leadership and guidance to staff, student workers, volunteers, outside consultants and/or other constituencies, as assigned.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	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/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC's policy at: https://dps.usc.edu/alerts/clery/			No

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.