



## Associate Director, Sales and Marketing - Auxiliary Services Job Description

### JOB INFORMATION

Job Code:	143237
Job Title:	Associate Director, Sales and Marketing - Auxiliary Services
FLSA Status:	Exempt
Supervisory:	Manages through multiple layers of subordinate supervisors.
Job Family:	Auxiliary Services
Job Family Group:	Auxiliary Services 1
Management Level:	4 Administrator

### JOB SUMMARY

Responsible for the development and implementation of marketing and sales plans, advertising and promotion activities, and sales and marketing budgets. Directs sales forecasting and sets performance goals, develops and recommends product positioning, packaging and pricing, and analyzes the competition and market trends. Responsible for achieving satisfactory profit/loss ratio, preparing and delivering reports and presentations on all sales activity, and monitoring competitor products, sales and marketing. Serves as the liaison for external vendors and maintains knowledge and awareness of changes and trends that affect operations, while managing assigned staff.

### JOB QUALIFICATIONS:

#### Education

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

#### 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		5 years	
	X	7 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		Solid knowledge of internet marketing, social media, blogs and web analytics.

## Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Demonstrated exceptional written communication and analytical skills.
X		Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.
X		Strong creative, strategic, analytical, organizational and personal sales skills.
X		Experience developing and managing budgets, and hiring, training, developing, supervising and appraising personnel.
X		Demonstrated successful experience writing press releases, making presentations and negotiating with media.
X		Experience overseeing the design and production of print materials and publications.
X		Excellent computer skills on Microsoft Office, data base management and publishing software.
X		Ability to manage multiple projects at a time.

## Other Job Factors

## JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
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.				

**JOB ACCOUNTABILITIES**

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Attends meetings, seminars and conferences and maintains continuity of any required or desirable certifications, if applicable.				

**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: <a href="https://policy.usc.edu/mandated-reporters/">https://policy.usc.edu/mandated-reporters/</a>
<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: <a href="https://dps.usc.edu/alerts/clery/">https://dps.usc.edu/alerts/clery/</a>			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.