



USC University of
Southern California

Senior Director, Marketing Job Description

JOB INFORMATION

<i>Job Code:</i>	129222
<i>Job Title:</i>	Senior Director, Marketing
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through multiple layers of subordinate supervisors.
<i>Job Family:</i>	Marketing
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	4 Administrator

JOB SUMMARY

Responsible for the development, coordination, and implementation of strategic marketing plans for the university or a school/division. Oversees day-to-day activities of assigned departments. Sets objectives, establishes priorities, conducts annual performance appraisals. Leads the planning, development, and administration of assigned budgets and cultivates meaningful relationships between leadership and targeted, high-level, external audiences.

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		In
	X		Marketing	Or
	X		Communication	Or
	X		Public Relations	Or
	X		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		7 years		And
X		5 years	in marketing	
	X	10 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.
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
	X	Thorough knowledge of marketing and management.
	X	Knowledge of the principles, practices, concepts, methodology, and techniques of marketing.
	X	Demonstrated verbal and written communication skills.
	X	Demonstrated creative and artistic skills.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Responsible for the development, coordination, and implementation of strategic marketing plan(s) for university, school, or division. Reviews existing marketing strategies, establishes new strategies, and leads long- and short-range strategic marketing planning, leveraging emerging media and technology. Recognizes challenges and emerging issues faced by university and identifies internal and external marketing opportunities and solutions. Oversees the design and production of marketing and media elements, platform determination, and audience identification, to shape image and messaging. Oversees development all elements of social business, designing and driving national social media strategy and tactics.				
Manages recruitment, hiring and training of division or school marketing staff. Oversees day-to-day activities of marketing department. Sets objectives, establishes priorities, conducts annual performance appraisals, and makes compensation determinations. Oversees staff development and performance evaluation process. Counsels, disciplines and/or terminates employees, as required.				
Leads the planning, development, and administration of assigned budget(s). Participates in division or school long-range and short-term strategic planning, as assigned.				
Cultivates meaningful relationships between university leadership and targeted, high-level, external audiences (e.g., media, key stakeholders, corporate and government partners). Serves as marketing subject matter expert, both internally and externally. Screens, engages and manages work provided by third party outside vendors required to effectively complete assignments to established standards. Establishes and maintains appropriate network of professional contacts. Participates in professional organizations (attends meetings, conferences, subscribes to professional publications). Represents university and/or division or school, as assigned or appropriate.				
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		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	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 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.