



## JOB INFORMATION

Job Code:	129203
Job Title:	Digital Analytics Specialist
FLSA Status:	Exempt
Supervisory:	
Job Family:	Marketing
Job Family Group:	Marketing and Events
Management Level:	7 Individual Contributor

## JOB SUMMARY

Responsible for tracking and analyzing how digital content performs and resonates with target audiences. Works with content teams to develop specific tracking campaigns with targeted key performance indicators and reporting. Evaluates content performance and guides future decisions based on maximizing engagement.

## JOB QUALIFICATIONS:

### Education

Req	Pref	Degree	Field of Study	
X		Bachelor's degree	Business Administration	Or
X		Bachelor's degree	Marketing	Or
X		Bachelor's degree	Communication Studies	Or
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

Req	Pref	Work Experience	Experience Level	
X		3 years	of experience in analyst roles, supporting marketing, communications and/or online content teams.	
	X	5 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		Experience with programming languages, large datasets and leading web analytics tools.

## Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Familiarity with leading monitoring and listening tools (e.g., Google Analytics, NetBase, Meltwater, Social Studio), working with and setting up conversion goals, tracking codes and backend analytics on social media platforms.
X		Experience developing reports and dashboards with relevant technology (e.g., Tableau).
X		Excellent written and oral communications skills, able to present technical concepts to non-technical audiences.
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	Extensive experience with data visualization tools.
	X	Exemplary attention to detail.
	X	Experience in higher education.
	X	Proficiency with data analysis software/tools beyond Excel.
	X	Ability to summarize complex ideas and present findings concisely.
	X	Experience analyzing search engine marketing/optimization and pay-per-click campaigns.
	X	Excellent time management, problem solving and prioritization skills.
	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
Performs thorough analyses of website and digital content usage (e.g., click streams), leveraging large amounts of data to communicate insights and guide development and marketing strategies. Establishes content performance metrics and benchmarks to identify engagement trends and measure publishing and distribution effectiveness.				
Generates reports to track key performance indicators and inform leadership of content performance and engagement. Develops tools and uses third-party technology to create regular custom reports, dashboards and ad hoc analyses to guide decision making. Supports channel audits and analyses, coordinating campaigns and defining audience targets. Provides data-based recommendations as needed or requested.				
Works with relevant stakeholders to optimize website design, content and performance. Handles regular audits of media data to identify discrepancies. Leads regular client meetings to discuss projects, technical issues and data integrity. Defines and maintains updated metrics (e.g., keywords, query parameters) for accurate analyses.				
Stays current with any changes within legal, regulatory and technology environments. 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		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

<b>Other Requirements</b>			
<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		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>			Yes

**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.

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.