



USC University of
Southern California

Director, Marketing Job Description

JOB INFORMATION

Job Code:	129221
Job Title:	Director, Marketing
FLSA Status:	Exempt
Supervisory:	
Job Family:	Marketing
Job Family Group:	Marketing and Events
Management Level:	4 Administrator

JOB SUMMARY

Develops and implements an integrated strategic marketing plan for the University, school or division, to include budget development, administration and staff supervision. Creates a marketing/public relations strategy consistent with the University's mission, brand, and values. Recognizes challenges and emerging issues faced by the University and identifies internal and external marketing opportunities and solutions. Oversees the day-to-day activities of the Marketing Department including budgeting, planning and staff development. Develops all elements of the University's social business. Oversees recruitment, hiring, orientation, training and supervision of division or school marketing staff. Plans, develops and manages assigned budget. Participates in division or school long-range and short-term strategic planning, as assigned. Establishes and maintains appropriate network of professional contacts. Screens, hires and oversees work of outside vendors.

JOB QUALIFICATIONS:

Education

Req	Pref	Degree	Field of Study
X		Bachelor's degree	

Additional Education

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

X 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.

X Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Management experience in marketing and public relations.
X		Marketing management experience within university setting.

Other Job Factors

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Develops and implements an integrated strategic marketing plan for the University, school or division, to include budget development, administration and staff supervision. Advances the University's brand identity, broadens awareness of its programs and priorities, and increases the visibility of its programs across key stakeholder audiences. Serves as marketing subject matter expert, both internally and externally.				
Creates a marketing strategy consistent with the University's mission, brand, and values. Cultivates and enhances meaningful relationships between the University's leadership and targeted, high-level external audiences, including the media, key stakeholders, and corporate and government partners.				
Recognizes challenges and emerging issues faced by the University and identifies internal and external marketing opportunities and solutions. Develops and executes resulting appropriate strategies, as necessary.				
Oversees the day-to-day activities of the Marketing Department including budgeting, planning and staff development. Establishes goals in a manner that ensures staff have a sense of responsibility and ownership for successful outcomes. Assigns accountabilities, sets objectives, establishes priorities, conducts annual performance appraisals, and makes compensation determinations.				
Develops all elements of the social business for the University, division, school or department as appropriate, designing and driving national social media strategy and tactics.				
Oversees recruitment, hiring, orientation, training and supervision of division or school marketing staff. Oversees performance evaluation process, ensuring consistent use of all applicable policies and procedures. Counsels, disciplines and/or terminates employees, as required.				
Plans, develops and manages assigned budget(s). Approves/disapproves expenditures.				
Participates in division or school long-range and short-term strategic planning, as assigned.				
Understands and ensures compliance with all current University policies and procedures and with all applicable local, state and federal laws and regulations.				
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 division or school, as assigned or appropriate.				
Screens, engages and manages work provided by third party outside vendors required to effectively complete assignments to established standards.				
Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with Department of Public Safety. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of university's crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.				

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		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,

Other Requirements

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