

Market Research and Media Monitoring Associate Job Description

JOB INFORMATION				
Job Code:	129136			
Job Title:	Market Research and Media Monitoring Associate			
FLSA Status:	Non-Exempt			
Supervisory:	May oversee staff, students, volunteers, agencies and/or resource employees.			
Job Family:	Public Communications			
Job Family Group:	Marketing and Events			
Management Level:	7 Individual Contributor			

JOB SUMMARY

Education

Helps design, execute, and deliver social media listening reports. Leads listening efforts on social media, analyzing online conversations about the university, its reputation, and higher education overall. Oversees the setup of regular reports for university stakeholders, adding data-based insights and recommendations.

JOB QUALIFICATIONS:

Ludcation					
ef Degree	Field of Study				
Bachelor's degree					
Bachelor's degree	Marketing				
Bachelor's degree	Economics				
	Pef Degree Bachelor's degree Bachelor's degree	Perf Degree Field of Study Bachelor's degree Marketing			

Communication

in related field(s)

Additional Education

X Bachelor's degree

X Bachelor's degree

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	
Χ			of experience in marketing, social media, media relations, business analytics or other relevant fields.	

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		Proven experience working with leading social media monitoring and listening tools (e.g., Google Analytics, NetBase, Meltwater, Social Studio).

Knowledge, Skills and Abilities

Req	Pref	Functional Skills		
Χ		Expertise with leading social media platforms and backend analytics.		
Χ		Excellent written and oral communications skills.		
Χ		Demonstrated experience with social media management, managing both public and private online communities.		
Χ		Excellent organizational and planning skills.		
Χ		Proficiency with Microsoft Office, particularly Excel.		
	Χ	Experience in higher education.		
	Χ	Familiarity with programming languages and website data.		
	Χ	Established reputation and relationships with local, regional and national media.		
	Χ	Familiarity with current/relevant social media influencers.		
	Χ	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
Monitors and tracks media topics and online conversations relevant to the university. Maintains regular schedule of listening and trendspotting activities. Regularly conducts research and monitors consumer response to higher education and/or industry issues. Forecasts trending topics and informs university communications teams. Provides data-based recommendations as needed or requested.				
Oversees the setup of weekly, monthly and ad hoc reports for distribution to relevant stakeholders. Analyzes key audiences, peer institutions and marketplaces, gathering data and consolidating into actionable items. Prepares and distributes regular reports on popular conversation topics regarding and/or relevant to the university.				
Utilizes social media and analytics platforms to improve and enhance current best practices for listening to audiences and assessing brand reputations. Defines and maintains updated metrics (e.g., keywords, query parameters) for accurate analyses. Stays current with any changes within legal, regulatory and technology environments.				
Manages and monitors the university's online community, engaging on broad topics on varied social media platforms and networks. 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 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/

Campus Security Authority (CSA)	Essential:
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/	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. 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.