Job Summary
Involves the marketing of activities, services or product; provides marketing support activities. Involves the analysis of identifying possible constituencies / audiences and the development of programs, services, and outreach to meet identified needs and influence public perception; may involve “brand” development or enhancement, and may involve working with the media (press, television and radio).

Category
Supervisory & Management

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<tr>
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**Generic Scope**
- Spends the majority of time (50% or more) achieving organizational objectives through the coordinated achievements of subordinate staff.
- Establishes departmental goals and objectives, functions with autonomy. Manages the accountability and stewardship of human, financial, and often physical resources in compliance with departmental and organizational goals and objectives. Ensures subordinate supervisors and professionals adhere to defined internal controls. Manages systems and procedures to protect departmental assets.
- Oversees through subordinate managers a large department or multiple smaller units, OR manages a highly specialized technical function / team. Has significant responsibility to achieve broadly stated goals through subordinate managers. Determines objectives, directs programs, develops strategies and policies, manages human, financial, and physical resources, and functions with a high degree of autonomy. Proactively assesses risk to establish systems and procedures to protect organizational assets. Determines strategies for a program with organization-wide impact.
- Oversees through subordinate managers one or more large, complex departments or business units with multiple functional disciplines / occupations, OR manages a program, regardless of size, that has critical impact upon the organization as a whole, such as most or all of a campus, medical center, UCOP or the UC System. Has significant responsibility for formulating and administering policies and programs, manages significant human, financial, and physical resources, and functions with a very high degree of autonomy. Oversees through subordinate managers the accountability and stewardship of department resources and the development of systems and procedures to protect organizational assets.
- Directs through subordinate managers multiple large and complex critical programs impacting broad constituencies across major portions of the organization. Identifies objectives, manages very significant human, financial, and physical resources, and functions with an extremely high degree of autonomy. Accountable for formulating and administering policies and programs for major functions. Operational or program results can affect overall organization-wide performance and reputation. Directs through subordinate managers the development of strategic goals and objectives to achieve accountability and stewardship of university resources in a manner consistent with systemwide objectives and initiatives.

**Custom Scope**
- Receives assignments in the form of objectives and determines how to use resources to meet schedules and goals. Manages comprehensive marketing and / or sales activities for campus unit or department, including management of human, financial and physical resources. Provides guidance to subordinates to achieve goals in accordance with established policies.
- Establishes objectives and work plans, and delegates assignments to subordinate managers. Plans, implements and manages full range of marketing functions for assigned unit or department, including human, financial and physical resources. Develops marketing and sales goals, objectives, plans and strategies, including determining target markets. Develops and administers budget(s) for department and / or special projects.
- Establishes strategically-driven marketing, public relations, communications and community outreach program for a campus / health system. Develops and oversees multiple departments working to enhance and solidify the identity of the organization and support strategic objectives. Leads communications component of disaster preparedness and oversees crisis response. Prepares leadership to serve as spokespersons, or serves as spokesperson when appropriate.
- Manages day-to-day marketing and / or sales operations.
- Manages all aspects of the marketing function of an organization, including strategic planning.
- Provides vision, leadership, strategic marketing direction, development, and implementation to support campus / health system strategic objectives.
- Selects, trains, evaluates and manages staff responsible for implementing marketing and / or sales operations.
- Selects, trains, evaluates and manages staff responsible for implementing marketing projects.
- Provides leadership, direction, and education to subordinate managers in the development of an...
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**Key Resp 03**
- Participates in development of marketing and sales goals, objectives, plans, events, and strategies and in setting target markets.
- Develops marketing and sales goals, objectives, plans and strategies, including determining target markets.
- Directs comprehensive marketing plan, including market research, marketing, advertising and promotions, publications, and brochures.

**Key Resp 04**
- Administers programs to promote within the campus community and / or the general public, awareness of department / campus services and / or products, projects or programs.
- Plans, implements and manages department marketing activities including determining marketing and sales goals, objectives and strategies and developing short and long-range marketing plans for the department.
- Oversees media relations leading story ideas, press releases, responses to media requests, and the design and implementation of media events to meet strategic marketing, fundraising, and positioning goals.

**Key Resp 05**
- Develops, produces and distributes publications and other promotional materials for marketing and public relations purposes.
- Designs and manages programs to promote department services and / or products within the campus / health system community or to the general public, using targeted advertising strategies.
- Provides leadership to direct comprehensive institutional communications program, including public, government and media relations, community outreach, internal communications, and publications development.

**Key Resp 06**
- Administers marketing and / or sales budget(s).
- Develops and administers marketing budget(s) for department and / or for special projects.
- Develops and manages operational budget(s) for marketing and communications activities.

**Key Resp 07**
- Develops and implements market research instruments or utilizes standard market research instruments to collect information necessary to effectively market goods and / or services; plans and conducts surveys as required.
- Develops and implements market research instruments or utilizes standard market research instruments to collect information necessary to market goods and / or services; plans and conducts surveys as required.
- Directs appropriate market research to evaluate customer needs and market trends. Tracks market trends and marketplace opportunities. Identifies and recommends opportunities to senior leadership.

**Key Resp 08**
- Coordinates use of surveys and other marketing research instruments to collect appropriate information to design and develop effective marketing reports.
- Designs and produces marketing reports from a variety of sources.
- Monitors the effectiveness and return on investment of advertising / promotional efforts to determine future marketing strategies.

**Key Resp 09**
- Establishes and maintains contacts with internal and external marketing professionals and vendors such as internet resources, artists, designers, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, etc.
- Screens and hires vendors needed to produce marketing materials and attain marketing objectives.
- Selects contracted advertising agencies, public relations firms, and vendors and provides strategic direction to develop appropriate and cost-effective marketing campaigns. Maintains close working relationships with all contracted vendors.

**Key Resp 10**
- Negotiates licenses and / or vendor contracts.
- Establishes, promotes and ensures consistent application of “brand” identity.
- Conceptualizes and implements brand profile.

**Key Resp 11**
- Coordinates appropriate use of campus and / or department logos.
- Determines appropriate use of campus / department logo.
- Collaborates with development and other departments to optimize resources and ensure consistent brand messaging.

**Key Resp 12**
- Establishes, promotes and ensures consistent application of “brand” identity.
- Develops and manages marketing calendar including determining schedules and deadlines for marketing support activities. Coordinates marketing, communications, and outreach planning and implementation efforts to
## Job Family
- **External Affairs**

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## Key Resp 13
Establishes and maintains network of professional contacts, including maintaining currency with professional organizations and publications.

## Key Resp 14
Identifies, cultivates, solicits and nurtures relationships with real and potential corporate sponsors and other similar external contacts.

## Key Resp 15
Develops and monitors operational and budget processes, staff FTE, finance, human resources and space planning.

## Education 1
Bachelor’s degree in related area and / or equivalent experience / training.

## Education 2
Bachelor’s degree in related area and / or equivalent experience / training.

## Education 3
Bachelor’s degree in related area and / or equivalent experience / training.

## Education 4
Bachelor’s degree in related area and / or equivalent experience / training.

## License 1

## License 2

## License 3

## License 4

## Cert 1

## Cert 2

## Cert 3

## Cert 4

## Spec Cond 1

## Spec Cond 2

## Spec Cond 3

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## KSA 01
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## License 3

## License 4

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## Cert 2

## Cert 3

## Cert 4

## Spec Cond 1

## Spec Cond 2

## Spec Cond 3

## Spec Cond 4

## KSA 01
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**Job Function** | Marketing and Sales  
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**Category** | Supervisory & Management  
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--- | ---  
**KSA 02** | Strong knowledge of current and emerging industry requirements and best practices in areas of marketing.  
--- | ---  
**KSA 03** | Strong skills in strategic planning to effectively organize resources, establish priorities, and achieve desired results.  
--- | ---  
**KSA 04** | Strong skill in managing staff including selection, training, evaluating and mentoring staff at all organizational levels; skill in taking corrective action with staff as required.  
--- | ---  
**KSA 05** | Strong interpersonal communication and political acumen to effectively work with internal customers and external constituencies.  
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**KSA 06** | Strong market research, analytical, and problem recognition / avoidance / resolution skills.  
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**KSA 07** | Strong skills to produce results and achieve predetermined goals within budget and time constraints.  
--- | ---  
**KSA 08** | Strong knowledge of applicable University policies and state and federal laws regarding copyright and other licensing issues.  
--- | ---  
**KSA 09** |  
**KSA 10** |  
**KSA 11** |  
**KSA 12** |  
**KSA 13** |  
**KSA 14** |  
**KSA 15** |  
**Environment** | Campus, medical center or other university setting and various external venues.  
--- | ---  
**Career Path 1** | Marketing Manager 2  
--- | ---  
**Career Path 2** | Marketing Manager 3  
--- | ---  
**Career Path 3** | Career Path open  
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**Career Path 4** |  
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**Career Path 5** |  
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