

UNIVERSITY OF SOUTHERN CALIFORNIA
Market Research and Media Monitoring Associate
Job Code: 129136

OT Eligible: Yes

Comp Approval: 3/1/2021

JOB SUMMARY:

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 ACCOUNTABILITIES:

***E/M/NA % TIME**

_____	_____	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.
		Performs other related duties as assigned or requested. The university reserves the right to add or change duties at any time.

***Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.**

EMERGENCY RESPONSE/RECOVERY:

Essential: ☐ No

☐ Yes 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.

JOB QUALIFICATIONS:**Minimum Education:**

Bachelor's degree

Combined experience/education as substitute for minimum education

Minimum Experience:

3 years

Minimum Field of Expertise:

Three years' experience in marketing, social media, media relations, business analytics or other relevant fields. Proven experience working with leading social media monitoring and listening tools (e.g., Google Analytics, NetBase, Meltwater, Social Studio). Expertise with leading social media platforms and backend analytics. Excellent written and oral communications skills. Demonstrated experience with social media management, managing both public and private online communities. Excellent organizational and planning skills. Proficiency with Microsoft Office, particularly Excel.

Preferred Education:

Bachelor's degree

Preferred Field of Expertise:

Bachelor's degree in marketing, economics, communications or another related field. Experience in higher education. Familiarity with programming languages and website data. Established reputation and relationships with local, regional and national media. Familiarity with current/relevant social media influencers. Multilingual communication skills, fluent in Mandarin, Spanish, Korean and/or other languages beyond English.

Supervises: Level:

May oversee staff, students, volunteers, agencies and/or resource employees.

Comments:

This position is designated as a Campus Security Authority (CSA) under the Clery Act and must comply with the requirements of said designation.

SIGNATURES:

Employee: _____ Date: _____

Supervisor: _____ Date: _____

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

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