UNIVERSITY OF SOUTHERN CALIFORNIA

Public Communications Assistant

Job Code: 129107

Grade: G
OT Eligible: Yes
Comp Approval: 7/22/2008

 JOB SUMMARY:

Provides public relations assistance and administrative support for department. Coordinates basic public relations activities and events.

 JOB ACCOUNTABILITIES:

*E/M/NA % TIME

______ ______ Assists in the preparation, production, and distribution of informational and/or promotional materials. Provides basic layout assistance for paper and/or electronic publications, as needed. Provides digital photography and/or digital photo editing, as required. Coordinates basic public relations activities and events for a university department (may include coordination of volunteers and/or student worker for assigned functions).

______ ______ Provides administrative support for the department. Initiates follow-up action. Interacts with university offices and/or supervisor's subordinates to facilitate communications and information exchange. Gathers data, runs reports, drafts and/or composes letters, memoranda, correspondence, etc., coordinates with vendors for goods and services, follows up on project deliverables, etc. Tracks and monitors expenditures, as required.

______ ______ Coordinates department activities with media and vendors (writers, photographers, graphic artists, typesetters, printers, mailing houses, etc.) and/or provides support for e-publishing (e.g., updating basic website information, distributing email "blasts", etc).

______ ______ Writes and/or edits basic copy (e.g., captions for photos) for department publications. Researches publication ideas and drafts content, as required.

______ ______ Reviews and researches information, answers questions, and resolves routine problems regarding public relations activities.

______ ______ Updates and maintains department files, databases, mailing lists, telephone contact information, etc.

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:**
- Associate’s Degree
- Combined experience/education as substitute for minimum education

**Minimum Experience:**
- 1 Year
- Combined education/experience as substitute for minimum experience

**Minimum Field of Expertise:**
- Education and/or experience in public relations, journalism or related field.

**Preferred Education:**
- Bachelor’s Degree

**Preferred Experience:**
- 2 Years

**Skills: Administrative:**
- Answer telephones
- Assemble and coordinate manuscripts
- Balance figures
- Communicate with others to gather information
- Compose letters
- Coordinate events
- Coordinate meetings
- Draft routine correspondence
- Edit routine documents
- Gather data
- Input data
- Maintain filing systems
- Prioritize different projects
- Research information
- Understand and apply policies and procedures
- Use database and/or word processing software
- Use desktop publishing software

**Skills: Machine/Equipment:**
- Calculator
- Computer Network (Department or School)
- Computer Network (University)
- Computer Peripheral Equipment
- Fax
- Personal Computer
- Photocopier
Supervises: Level:

   May oversee student, temporary and/or casual workers.

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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