UNIVERSITY OF SOUTHERN CALIFORNIA
Public Communications Coordinator
Job Code: 129111

Grade: H
OT Eligible: Yes
Comp Approval: 1/28/2005

JOB SUMMARY:
Coordinates all aspects of department public relations functions and activities.

JOB ACCOUNTABILITIES:
*E/M/NA % TIME

______ ______ Coordinates activities and events to enhance the public's awareness of the university, a department of the university or students, faculty, staff and/or alumni of the University.

______ ______ Coordinates preparation, production, and distribution of informational materials.

______ ______ Coordinates public relations events and other activities. May include coordination of volunteers, students, alumni and/or staff.

______ ______ Negotiates licenses and/or vendor contracts, as assigned.

______ ______ Coordinates work of contracted vendors, as assigned, and ensures timely delivery of goods and/or services.

______ ______ Administers department public relations calendar. Monitors schedules, production, and distribution arrangements and other details to ensure timely, successful completion of public relations materials, events, etc.

______ ______ Establishes and maintains contacts with internal and external sources including media sources, public relations colleagues and vendors. Attends meetings, conferences, classes, etc., as assigned.

______ ______ Writes and/or edits copy for department publications.

______ ______ Researches and prepares budget proposals for public relations activities, as assigned.

______ ______ Administers public relations budget(s), as assigned.

______ ______ Coordinates appropriate use of University and/or department logos, emblems and indicia.

Perform 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:
- 2 Years

Minimum Field of Expertise:
- Public relations, journalism, advertising or related field.

Preferred Experience:
- 3 Years

Skills: Other:
- Budget control
- Budget development
- Communication -- written and oral skills
- Conceptualization and design
- Creative writing and editing
- Graphic design
- Interviewing
- Knowledge of applicable laws/policies/principles/etc.
- Lead/Guidance Skills
- Negotiation
- Networking
- Planning
- Project management
- Public relations
- Public speaking/presentations
- Research
- Scheduling

Skills: Machine:
- Calculator
- Fax
- Personal Computer
- Photocopier
- Typewriter
- Word Processor

Supervises: Level:
Leads employees performing similar work on a project basis
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.

The University of Southern California is an Equal Opportunity Employer