UNIVERSITY OF SOUTHERN CALIFORNIA
Public Communications Manager I
Job Code: 129115

Grade: J
OT Eligible: No
Comp Approval: 1/28/2005

JOB SUMMARY:
Manages specific public communications programs and/or projects. Supervises assigned staff.

JOB ACCOUNTABILITIES:

**E/M/NA % TIME**

_____ _____ Plans, implements and manages specific public relations events, activities, projects and/or programs to enhance the public's awareness of the university, a department or the university or students, faculty, staff and/or alumni of the university. Participates in development of public relations goals, plans and strategies.

_____ _____ Identifies opportunities to publicize the university and develops programs or activities to use these opportunities to best advantage.

_____ _____ Plans, writes, edits, produces and presents or distributes informational materials.

_____ _____ Supervises unit employees and/or student workers, as assigned. Schedules, assigns and prioritizes workloads. Sets appropriate deadlines. Monitors employee performance on a regular basis. Ensures timely completion of unit's work.

_____ _____ Contributes to development of university and/or department operating budget(s). Manages program, project and/or event budget(s).

_____ _____ Develops and produces reports of public relations activities for university and/or department use.

_____ _____ Represents University or department at professional meetings, conferences, seminars and other events. Develops and maintains contacts with University officials, media representatives, community leaders and professional colleagues. Maintains currency with professional organizations and publications.

_____ _____ 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.

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

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

_E_ _____ Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with University Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of University's crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.
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
- Combined education experiencia as substitute for minimum experience

**Minimum Field of Expertise:**

- Public relations, communications, journalism or related field.

**Preferred Experience:**

- 5 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.
- Negotiation
- Networking
- Organization
- Planning
- Problem identification and resolution
- Project management
- Public relations
- Public speaking/presentations
- Research
- Scheduling
Supervisory Skills

Skills: Machine:

- Calculator
- Fax
- Personal Computer
- Photocopier

Supervises: Level:

Supervises employees and student 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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