University of Southern California
Public Communications Specialist
Job Code: 129119

Grade: K
OT Eligible: No
Comp Approval: 7/5/2012

Job Summary:
Publicizes and promotes USC (or a specific department of the University or a specific departmental project) to national, regional and local print and electronic media.

Job Accountabilities:

* E/M/NA % Time

Develops strategy for cultivating and maintaining effective working relationships with writers, editors and producers in the print and electronic media – on national, regional and local levels. Determines priorities for media outreach and strategy. Determines and organizes media pushes to align with school/division priorities and strategic initiatives.

Responds to media requests for information about USC or assigned department of the university or a specific departmental project.

Writes and disseminates press releases, PSA’s, feature stories, etc., and USC and the achievements of its faculty, administration, students and/or staff. Determines and selects stories within school and/or division to promote externally. Determines the best way to tell the stories and determines appropriate faculty and/or staff to include. Writes pitch letters and other marketing vehicles, as required, and follows-up to secure coverage. Coordinates coverage with other university departments, as appropriate. Uses social media to promote stories and coverage by outside media.

Promotes and arranges interviews between USC principals and media representatives. Coaches faculty and/or staff pre-interview and follows-up with media source to promote resulting stories. Plans and conducts press conferences. Manages other special projects (may include speaking, slide show and videotape presentations), as assigned.

Provides consultative services to deans and administrators on media relations and publicity strategies including interview process, press conference procedures, and media and personal appearances, as needed.

Compiles and distributes press kits, as needed. Provides additional promotional materials (may include biographies, statistics, photographs, audio and video tapes), when appropriate.

Travels to promote USC, if so assigned. When assigned or appropriate, entertains media representatives to advance professional relationships. Provides additional services to members of the media such as tours of the campus or other USC facilities, introductions to University VIP’s, etc., as necessary.

May supervise staff and/or student workers.

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:**

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<th>Essential</th>
<th>Yes</th>
<th>No</th>
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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/experience as substitute for minimum experience

**Minimum Field of Expertise:**
- Public relations or journalism

**Preferred Education:**
- Master's degree

**Preferred Experience:**
- 5 years

**Preferred Field of Expertise:**
- Public relations with strong background in press and media relations.

**Skills: Other:**
- Analysis
- Assessment/evaluation
- Communication -- written and oral skills
- Conceptualization and design
- Conflict resolution
- Consulting
- Counseling
- Creative writing and editing
- Customer service
- Interpersonal skills
- Interviewing
- Knowledge of applicable laws/policies/principles/etc.
- Marketing
Multimedia dissemination of news reports
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Research
Scheduling

Skills: Machine/Equipment:
Calculator
Computer network (department or school)
Computer network (university)
Computer peripheral equipment
Fax
Personal computer
Photocopier

Supervises: Level:

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

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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