UNIVERSITY OF SOUTHERN CALIFORNIA
Public Communications Manager II
Job Code: 129123

Grade: L
OT Eligible: No
Comp Approval: 9/9/1993

JOB SUMMARY:
Manages the public communications program of a school or department or manages major public relations programs and/or projects for the university. Supervises assigned staff.

JOB ACCOUNTABILITIES:
*E/M/NA % TIME

_____ _____ Plans, implements and manages public relations programs and/or projects to enhance public awareness of the university, a school or major department thereof, or the faculty, students, staff and/or alumni of USC. Determines goals and strategies. Develops short-term and long-range plans. Manages day to day operations. Supervises assigned staff.

_____ _____ Directly supervises all assigned subordinate staff. Recruits, screens, hires and trains staff. Evaluates employee performance and provides guidance and feedback to assigned staff. Counsels, disciplines and/or terminates employees as required.

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

_____ _____ Develops and manages public relations budget(s). Provides projections and reports for budget development and administration purposes.

_____ _____ Screens, hires and oversees work of numerous outside vendors required to effectively complete assignments.

_____ _____ Develops and manages public relations calendar. Determines schedules and deadlines. Ensures successful, timely completion of programs and projects.

_____ _____ 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.

_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:

5 Years

Minimum Field of Expertise:

Public relations, communications, journalism or related field with supervisory experience.

Preferred Education:

Master's Degree

Skills: Other:

Analysis
Budget control
Budget development
Communication -- written and oral skills
Conceptualization and design
Creative writing and editing
Graphic design
Interpretation of policies/analyses/trends/etc.
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
Personal Computer

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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