UNIVERSITY OF SOUTHERN CALIFORNIA

Director, Communications

Job Code: 129127

OT Eligible: No

Comp Approval: 5/12/2016

JOB SUMMARY:

Directs the public communications program for the University, school or division, to include budget development, administration and staff supervision. Designs and produces comprehensive media elements through current best practices, platform determination, benchmarking, messaging and audience identification to shape University, school or division image and message to targeted audience. Oversees the generation of content, media and/or multimedia for all media outlets. Officially represents the University or school or division in all matters of communication.

JOB ACCOUNTABILITIES:

*E/M/NA  % TIME

Develops and executes public communications goals and strategies for the University, school or division, and participates in long-range and short-term strategic planning, as assigned.

Designs and produces comprehensive media elements through current best practices, platform determination, benchmarking, messaging and audience. Directs the generation of content (to include original text, images, video, website and University publications) in all areas of media, including social media, to build meaningful connections and communicate the University, school or division goals and messages. Manages content channels to ensure that all media/multimedia content is fresh, up-to-date, compelling, and accurately reflects the University, school or division priorities.

Oversees recruitment, hiring, orientation, and training of necessary staff. Directly or indirectly supervises all assigned staff, usually through subordinate managers and supervisors. Determines staffing needs based on University, division or school goals and objectives, including workforce planning and compensation recommendations. Oversees performance evaluation process, ensuring consistent use of all applicable policies and procedures. Counsels, disciplines and/or terminates employees, as required.

Determines or proposes and manages assigned budget(s). Approves/ disapproves expenditures.

Interfaces with news outlets, social media, and community channels in all matters of communication to define the school or division message and vision.

Understands and ensures compliance with all current University policies, procedures and standards and with all applicable local, state and federal laws and regulations.

Establishes and maintains appropriate network of professional contacts. Maintains currency with professional organizations and publications. Attends and participates in meetings, conferences, etc. Represents University and/or division or school, as assigned or appropriate.

Screens, engages and manages work provided by third party outside vendors required to effectively complete assignments to established standards.
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:**

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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:**
- 5 years
- Combined education/experience as substitute for minimum experience

**Minimum Field of Expertise:**
Management experience in journalism and public relations.

**Preferred Experience:**
- 7 years

**Preferred Field of Expertise:**
Prefer communications management experience within university setting.

**Skills:**
- Analysis
- Assessment/evaluation
- Budget control
- Budget development
- Communication -- written and oral skills
- Conceptualization and design
- Conflict resolution
- Consulting
- Creative writing and editing
- Graphic design
- Interpretation of policies/analyses/trends/etc.
- Interviewing
Knowledge of applicable laws/policies/principles/etc.
Managerial skills
Marketing
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Research
Scheduling

Supervises: Level:
Manages through multiple layers of subordinate supervisors.

Supervises: Nature of Work:
Administrative
Managerial
Professional/Paraprofessional

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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