

UNIVERSITY OF SOUTHERN CALIFORNIA

Communications Lead

Job Code: 129150

OT Eligible: No

Comp Approval: 4/22/2021

JOB SUMMARY:

Develops and executes content creation and development strategies. Oversees and review pieces of content, ensuring clear, engaging communications. Guides structural leadership on objectives, strategies, and plans, aligning messaging and supporting needs for change and transition initiatives. Leads development efforts regarding documentation, intranet and social media presence. Steers departmental public relations efforts, maintaining customer-experience continuity and consistency for a school or division's brand. Supervises and mentors the communications team.

JOB ACCOUNTABILITIES:

***E/M/NA % TIME**

_____	_____	Sets strategies for content creation and development, overseeing and reviewing content overall and ensuring clear, engaging communications are disseminated to staff and a broad range of customers, partners, and stakeholders. Empowers team to develop material for publications and presentations (e.g., websites, newsletters, leadership talking points).
_____	_____	Supervises a team that generates various written material in collaboration with creative counterparts. Guides structural leadership on objectives, strategies, and plans by implementing the review and approval process for internal/external communications. Collaborates with the organizational engagement team, aligning messaging and supporting needs for change and transition initiatives. Maintains currency with university projects, steering and advisory committees, campus-wide initiatives, and technology events and councils to sustain and further build comprehensive understanding of key constituent groups.
_____	_____	Leads development efforts regarding documentation, intranet, and social media presence. Reviews and manages changes and updates to antiquated or obsolete documentation. Oversees efforts to streamline messaging, providing consultation support to leaders, departments, and project teams.
_____	_____	Manages departmental public relations efforts (e.g., content for specific audiences, social media outreach), maintaining customer-experience continuity and consistency for a school or division's brand, image, and voice. Assesses and utilizes impact analyses for different communication channels. Defines and shares/communicates updated communication and distribution policies and procedures with team. Reviews, edits and approves developed and refined staff distribution channels and style guides.
_____	_____	Aids the cultivation of an inclusive environment and a culture of trust and transparency, sharing information broadly, openly, and deliberately. Builds and maintains collaborative relationships with diverse team members, peers, and leaders. Actively fosters team culture by embodying values and behaviors (e.g., accountability, ethics, best-in-class customer service).

_____ _____ Advises the communication team on priorities according to plans. Aligns messaging and supports communication needs for change and transition initiatives by collaborating with the organizational engagement team. Promotes an environment that fosters inclusive relationships and creates unbiased opportunities for contributions through ideas, words, and actions that uphold principles of the USC Code of Ethics.

_____ _____ Collaborates with team members and management, implementing effective communication, engagement, and culture solutions to support the department’s vision. Maintains currency with technology, standards, and best practices. Supports process improvement efforts within and across teams. Provides consistent, thoughtful and impactful mentorship to team members.

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

Minimum Experience:

5 years

Minimum Field of Expertise:

Bachelor's degree in communications, marketing, or a related field. Five years’ experience in communication, marketing, higher education, or related fields. Excellent written and oral communication skills, and proven copy-editing experience. Exemplary understanding of the nuanced messaging required for various audiences and distribution channels. Experience distilling complex topics and content into personable, easy-to-understand information. Demonstrated experience managing public relations and developing social media presence for an organization, and solid grasp of professionally utilizing social media platforms. Experience with large and complex distribution lists. Ability to interpret, analyze, and apply pertinent policies, procedures, regulations, and requirements. Experience implementing communication strategies for similar or larger audiences using old and new media. Ability to build, develop, and manage positive working relationships and rapport with diverse, high-performing teams. Experience in providing actionable and thoughtful feedback and mentorship to junior team members. Proven ability to provide both detailed information as well as summaries to management-level individuals and groups, and experience presenting technical topics to non-technical audiences. Comfortable with communications technology and complex environments, able to produce quality copy on tight schedules. Ability to manage concurrent projects, prioritize competing assignments, and work under pressure with tight deadlines and frequent interruptions. Ability to work strategically and

collaboratively across departments. Experience with content management systems (e.g., WordPress). Proficiency with Microsoft Office.

Preferred Experience:

7 years

Preferred Field of Expertise:

Seven or more years' experience in communication, marketing, higher education, or related fields. Two or more years' management experience. Experience working in higher education administration or governmental administration. Experience in leadership and people-building roles. Executive communication and speechwriting experience.

Supervises: Level:

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