



JOB INFORMATION

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|-------------------|--------------------------|
| Job Code: | 129143 |
| Job Title: | Content Developer |
| FLSA Status: | Non-Exempt |
| Supervisory: | |
| Job Family: | Public Communications |
| Job Family Group: | Marketing and Events |
| Management Level: | 7 Individual Contributor |

JOB SUMMARY

Provides copy for a broad range of traditional/digital communication channels and platforms. Responsible for distilling complex topics into easy-to-understand information for varied audiences at the university. Proactively seeks feedback and adapts activities and behaviors. Responsible for analyzing the effectiveness of copy to convey intended messaging. Executes the university vision and champions its culture and values.

JOB QUALIFICATIONS:

Education

| Req | Pref | Degree | Field of Study |
|-----|------|-------------------|----------------|
| X | | Bachelor's degree | |
| | X | Bachelor's degree | |

Additional Education

Check here if experience may substitute for some of the above education.

Combined experience/education as substitute for minimum education

Work Experience

| Req | Pref | Work Experience | Experience Level |
|-----|------|-----------------|------------------|
| X | | 3 years | |
| | X | 5 years | |

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

| Req | Pref | Functional Skills |
|-----|------|---|
| X | | Extensive applicable experience in employee and/or internal corporate communications. Three years' experience in communications, content development and writing/editing in employee/internal corporate communications. Demonstrated design/typography experience. Proven knowledge of writing and editing fundamentals and Associated Press style. Ability to tailor content to fit targeted audiences with a clear, demonstrated understanding of |

Knowledge, Skills and Abilities

| Req | Pref | Functional Skills |
|-----|------|---|
| | | multichannel communication platforms. Experience with design software/tools (e.g., HTML, CSS, Adobe Creative Suite) creating assets for digital environments (e.g., WordPress, social media, search and display advertising). Excellent written and oral communication skills, able to provide detailed information and summaries to peers and supervisors, exercising discretion with confidential information. Ability to build and deliver solutions that consistently meet customer expectations. Demonstrated organizational, analytical and problem-solving skills. Ability to proactively, independently, strategically and creatively make decisions. Demonstrated interpersonal skills to provide support and guidance as needed. Experience with Microsoft Office and content management systems. |
| | X | Bachelor's degree in communications, journalism, English, or other relevant fields. Five years' experience in communications, content development and writing/editing in employee/internal corporate communications. Experience speechwriting for executives and senior leaders. Experience in higher education, and knowledge of human resources functions and services. Excellent interpersonal skills, emotional intelligence, and relationship-building abilities. Demonstrated project management, problem-solving and organizational skills, able to effectively manage numerous priorities, deadlines and necessary resources simultaneously and in a timely manner. Ability to produce quality copy on tight schedules. |

Other Job Factors

JOB ACCOUNTABILITIES

| | % Time | Essential | Marginal | N/A |
|--|--------|-----------|----------|-----|
| Creates engaging, visually cohesive and professional communications content (e.g., videos, social media, talking points) tailored to platform formats and target audiences. Responsible for distilling complex topics into easy-to-understand information for varied audiences at the university. | | | | |
| Writes and edits content that consistently meets deadlines and expectations. Responsible for analyzing the effectiveness of copy to convey intended messaging. Interprets and applies industry standards (e.g., style guides) and best practices. | | | | |
| Gains insights into university stakeholder and customer needs, proactively seeking feedback and adapting activities and behaviors. Maintains collaborative relationships with varied stakeholders, tailoring content to specified needs, adjusting priorities as appropriate and anticipating future needs. | | | | |
| Contributes to an inclusive environment, building and maintaining strong cross-functional relationships and a deep understanding of organizational and university cultures. Upholds the principles of the USC Code of Ethics. Demonstrates alignment to strategic plans of the organization and university through words, actions and ideas. | | | | |

Other Requirements

| Essential: | Emergency Response/Recovery | Essential: | Mandated Reporter |
|--|--|------------|---|
| | 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. | | A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC's policy at: https://policy.usc.edu/mandated-reporters/ |
| Campus Security Authority (CSA) | | | Essential: |
| By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC's policy at: https://dps.usc.edu/alerts/clery/ | | | |

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the

position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.