



USC University of
Southern California

Director, Communications Job Description

JOB INFORMATION

Job Code:	129127
Job Title:	Director, Communications
FLSA Status:	Exempt
Supervisory:	Manages through multiple layers of subordinate supervisors.
Job Family:	Public Communications
Job Family Group:	Marketing and Events
Management Level:	4 Administrator

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 QUALIFICATIONS:

Education

Req	Pref	Degree	Field of Study
X		Bachelor's degree	

Additional Education

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

X Combined experience/education as substitute for minimum education

Work Experience

Req	Pref	Work Experience	Experience Level
X		5 years	
	X	7 years	

Additional Work Experience

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

X Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Management experience in journalism and public relations.
	X	Communications management experience within university setting.

Other Job Factors

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
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 and procedures 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.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	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/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
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/			Yes

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.