



Healthcare Public Communications Specialist Job Description

JOB INFORMATION

<i>Job Code:</i>	129131
<i>Job Title:</i>	Healthcare Public Communications Specialist
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	May oversee student, temporary and/or casual workers.
<i>Job Family:</i>	Public Communications
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	7 Individual Contributor

JOB SUMMARY

Develops, writes and prepares creative feature stories for print and internet publication and/or broadcast on health policy and related issues for the Center for Health Journalism and its partner news organizations. Mentors colleagues where appropriate at partner organizations on journalism approaches, techniques, methods and reporting process. Appears on television and radio news discussion programs and on live-talk sessions on the internet to discuss stories done for the Center for Health Journalism.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Bachelor's degree	
	X	Master'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

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>
X		5 years	
	X	7 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

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Journalism experience.
X		Demonstrated excellent written and oral communication skills.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Skilled in narrative, explanatory and investigative reporting and able to undertake complex projects, including multimedia components.
X		Adept at storytelling, weaving policy issues with compelling, people-based storylines.
X		Demonstrated finely honed collaborative sense.
X		Knowledgeable about California, its diverse population, its government and politics and its news media.
	X	Experience with multimedia dissemination of news reports.
	X	Familiarity with health care policy issues.
	X	Fluency in Spanish.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Cultivates and maintains effective working relationships with writers, editors and producers in the print and electronic media - on national, regional and local levels.				
Appears on television and radio news discussion programs and on live-talk sessions on the internet to discuss stories done for the Center for Health Journalism.				
Responds to requests from partner news organizations for coverage of health policy and related issues. Mentors colleagues where appropriate at partner organizations on how to undertake a major project; and journalism approaches, techniques, methods, and reporting process, etc. such as how to develop a reporting hypothesis, find good sources, collect and analyze data and organize material for multipart, multimedia series, etc.				
Takes initiative to suggest principal themes of story to editor, states what story should be and what shape it should take. Discusses themes of story with peers and collaborators.				
Identifies individuals to interview for story. Arranges interviews with individuals such as officials, experts or community leaders. Determines type of questions to ask, selects quotes from people interviewed, chooses anecdotes from materials gathered, selects meaningful statistics from data analyzed to be incorporated into story.				
Serves as originator of healthcare related stories. Develops, writes and prepares creative, imaginative and complex feature stories, etc. on health policy and related issues for publication in print, broadcast and on the internet. Determines through research the reporting hypothesis; determines best sources; and determines officials, experts or community leaders to interview, types of questions to ask, data sets to purchase and search, places to visit, etc. Follows leads and adjusts direction of story as appropriate in pursuit of story line. Informs editor of story status and obtains suggestions through collaboration.				
Researches health policy issues utilizing the internet and other sources. Develops appropriate sources for news stories and next set of questions to pursue.				
Works closely with editor near end of a project that may have multiple parts such as three or four major stories running on consecutive days for newspaper and newspaper's website, which may include charts, graphs, photographs, and video and audio components for the website to be utilized.				
Collaborates and works with center editors, multimedia specialists, photographers, free lance journalists, etc. to develop reports and materials to disseminate for utilization in newspapers and their websites. Provides direct guidance to photographers such as what subjects and scenes are important to the stories.				
Travels on behalf of the Center for Health Journalism for news coverage and to participate in professional programs and seminars.				
May supervise journalism interns working for the Center for Health Journalism.				

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/			No

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.