



USC University of
Southern California

Senior Content Developer Job Description

JOB INFORMATION

<i>Job Code:</i>	129142
<i>Job Title:</i>	Senior Content Developer
<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

Creates engaging, visually cohesive, and professional SEO-optimized communications content for traditional and digital/social channels (e.g., written copy, photos, videos, presentations, e-mail blasts, etc.) tailored to platform formats and target audiences. Monitors social channels to identify strategic opportunities, provide community insights, and flag potential issues. Monitors performance benchmarks, analyzes social media performance metrics, and collaborates with content, marketing, and underwriting departments to coordinate and implement various promotions and campaigns.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
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

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>
X		4 years	
	X	6 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		Four years' experience in communications, content development and writing/editing in employee/internal corporate communications.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Advanced knowledge of social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.) and blog strategies.
X		Experience using social media to grow a consumer brand with measurable results.
X		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 multichannel communication platforms.
X		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).
X		Excellent written and oral communication skills, able to provide detailed information and summaries to peers and supervisors, exercising discretion with confidential information.
X		Ability to build and deliver solutions that consistently meet customer expectations.
X		Demonstrated organizational, analytical and problem-solving skills.
X		Ability to make decisions proactively, independently, strategically and creatively.
X		Demonstrated interpersonal skills to provide support and guidance as needed.
X		Experience with Microsoft Office and content
	X	Bachelor's degree in communications, journalism, English, or other relevant fields.
	X	Five years' experience in communications, content development and writing/editing in employee/internal corporate communications.
	X	Demonstrable strong internet research skills with the ability to find and compile interesting and relevant content (blog posts, news items, photos, video, etc.).
	X	Experience in higher education, and knowledge of human resources functions and services.
	X	Excellent interpersonal skills, emotional intelligence, and relationship-building abilities.
	X	Demonstrated project management, problem-solving and organizational skills, able to effectively manage numerous priorities, deadlines, and necessary resources simultaneously and in a timely manner.
	X	Ability to produce quality copy on tight schedules.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Creates engaging, visually cohesive, and professional SEO-optimized communications content for traditional and digital/social channels (e.g., written copy, photos, videos, presentations, e-mail blasts, etc.) tailored to platform formats and target audiences. Responsible for distilling complex topics into easy-to-understand information for varied audiences. Develops and executes short and long-term content production plans.				
Designs and creates 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.				
Provides real-time monitoring of social channels to identify strategic opportunities, provide community insights to help guide creative terms, and flag potential issues. Monitors performance benchmarks and utilizes social media performance metrics and analytics for measuring and improving upon social media impact.				
Maintains collaborative relationships with varied stakeholders, tailoring content to specified needs, adjusting priorities as appropriate, and anticipating future needs. Creates, optimizes, and analyzes social media advertisements as required. Collaborates with content, marketing, and underwriting departments to coordinate and implement various promotions and campaigns.				
Contributes to an inclusive environment, building and maintaining strong cross functional relationships and a deep understanding of organizational and university cultures. 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.				

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/			

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.