



USC University of
Southern California

Vice President, Communications Job Description

JOB INFORMATION

<i>Job Code:</i>	199069
<i>Job Title:</i>	Vice President, Communications
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through multiple layers of subordinate supervisors.; May oversee staff, students, volunteers, agencies and/or resource employees.
<i>Job Family:</i>	Senior Executive
<i>Job Family Group:</i>	Administration
<i>Management Level:</i>	2 Senior Executive

JOB SUMMARY

Manages the university's entire communications and marketing operations, reporting to the communications senior vice president. Responsible for providing strategic vision and daily operational direction for the division. Champions the university's vision, culture and values.

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	Journalism	Or
X		Bachelor's degree	Public Relations	Or
X		Bachelor's degree	Communication	Or
X		Bachelor's degree	in related field(s)	
	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		10 years		
	X	15 years		
	X	7 years	in communications management at a public/private higher education institution, particularly alongside a president and/or other senior executives	

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		Demonstrated journalism and/or public relations experience at large, complex organizations.
X		Advanced judgment, analytical, and decision-making skills and advanced political acumen.
X		Expert knowledge and understanding of communications principles, concepts, practices, and technical requirements in print and broadcast news, online media, and media relations, and the roles, processes, and protocols of each platform.
X		Demonstrated ability to work independently with minimal supervision, deftly handle time-sensitive matters, meet strict deadlines, and accomplish high-profile and sometimes confidential tasks.
X		Superior interpersonal, analytical, and verbal and written communication skills to facilitate executive-level decision-making.
X		Expert knowledge of current and emerging higher education issues, and relevant essential rules, policies, laws, and best practices.
X		Demonstrated experience interacting with a broad spectrum of leaders and community members, exercising diplomacy, good judgment, and discretion.
X		Ability to present ideas and solutions in non-technical, business-friendly terms and translate complex ethical, legal and compliance concepts.
X		Proven ability to interpret, analyze, and apply pertinent policies, procedures, regulations, and requirements, and to motivate others to action by articulating visions and strategies.
X		Experience with budget planning and management, business case development, project management, and organizational change practices.
X		Ability to build, develop and manage diverse, high-performing teams, fostering an environment of trust, collaboration, transparency, and accountability.
X		Proficiency with Microsoft Office.
X		Demonstrated experience with office management software/tools (e.g. Google suite, Slack, Skype) and social media management.
	X	Experience in higher education and unionized environments.
	X	Demonstrated experience working with administrative, governance, budget, and employment policies and processes.
	X	Established reputation and relationships with local, regional and national media.
	X	Experience working in higher education administration or governmental administration (e.g. federal, state or local legislative or executive administration).
	X	Multilingual communication skills, fluent in Mandarin, Spanish, Korean and/or other languages beyond English.

Other Job Factors

- May require travel and working evenings and/or weekends, based on business necessity.

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Maintains strong relationships with fellow senior university officers to better understand overall and individual strategic goals and provide communications counsel. Supervises communications from senior leadership to internal/external stakeholders on university priorities and community impacts.				
Develops strategies for communications/marketing efforts in high-priority interdisciplinary areas (e.g., sustainability, globalization, the arts). Directs university-wide media relations efforts based on said strategies, and coordinates efforts between academic units. Supervises the university's digital presence and overall branding efforts.				
Works with communication professionals from academic units, providing leadership and sharing strategies to develop comprehensive promotional campaigns highlighting interdisciplinary university priorities. Maintains emergency readiness through ongoing training and development for the communications division in concert with university emergency response teams.				
Hires and supervises managers for varied academic/business units. Oversees communications division staff and budgets. Stays current with latest best practices and relevant university policies and procedures for budget management, staff administration and varied administrative support areas.				

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
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

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/			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.