



USC University of
Southern California

Vice President, USC Radio Group Job Description

JOB INFORMATION

Job Code:	199178
Job Title:	Vice President, USC Radio Group
FLSA Status:	Exempt
Supervisory:	
Job Family:	Senior Executive
Job Family Group:	Administration
Management Level:	2 Senior Executive

JOB SUMMARY

Ensures overall success of Classical KDFC FM, including success of revenue, audience reach on broadcast and digital platforms, and community impact. Oversees, develops, and executes marketing, brand strategy, and promotional programs for USC Radio Group (i.e., KDFC, KUSC). Leads long-term strategy to ensure continued sponsorship revenue for USCRG and assists in defining annual group goals and strategic plans for USCRG operations.

JOB QUALIFICATIONS:

Education

Req	Pref	Degree	Field of Study
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

Req	Pref	Work Experience	Experience Level
X		10 years	of management experience.
	X	15 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		Classical music expertise.
X		Advanced understanding of music radio programming and business best practices.
X		Strong track record in managing creative multi-disciplinary teams.
X		Advanced fundraising skills.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Demonstrable success of non-profit media management and of managing multi-million P&L.
X		Strongly connected in the local and national media and arts space.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Ensures overall success of Classical KDFC FM, including success of revenue, audience reach on broadcast and digital platforms, and community impact. Responsible for overall employee culture and engagement and the management of studios and offices in the Bay Area. Ensures all strategic and operational functions run efficiently and at the highest level of quality public service.				
Oversees, develops, and executes marketing, brand strategy, and promotional programs for USC Radio Group (i.e., KDFC, KUSC). Sets objectives, strategies, tactics, and targets for all elements of the marketing mix. Researches consumer insights to adjust brand strategy or re-brand as necessary to remain competitive in the market, developing and leading re-branding initiatives as required. Oversees the development of product profiles, competitive analysis, presentations, white papers, and product updates for marketing materials.				
Directs and oversees long-term strategy and initiatives for successful sponsorship for USCRG entities, ensuring continued sponsorship revenue. Oversees the performance and is responsible for the results of the underwriting team.				
Assists in defining USCRG long-term and annual goals and strategic plans and serves as a strategic partner for membership development, content development, technology development and overall strategic thinking for USCRG operations. Collaborates with current and potential USCRG board members and other local leaders for advice and feedback. Networks and partners with local arts leaders for community impact.				
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/			

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.