



Public Communications Manager II

Job Description

JOB INFORMATION

<i>Job Code:</i>	129123
<i>Job Title:</i>	Public Communications Manager II
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Supervises employees and/or student workers.
<i>Job Family:</i>	Public Communications
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	5 Manager

JOB SUMMARY

Manages the public communications program of a school or department or manages major public relations programs and/or projects for the university. Supervises assigned staff.

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	

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		Public relations, communications, journalism or related field with supervisory experience.

Other Job Factors

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Plans, implements and manages public relations programs and/or projects to enhance public awareness of the university, a school or major department thereof, or the faculty, students, staff and/or alumni of USC. Determines goals and strategies. Develops short-term and long-range plans. Manages day-to-day operations. Supervises assigned staff.				
Directly supervises all assigned subordinate staff. Recruits, screens, hires and trains staff. Evaluates employee performance and provides guidance and feedback to assigned staff. Counsels, disciplines and/or terminates employees as required.				
Plans, writes, edits, produces, presents and distributes publications and other informational materials.				
Develops and manages public relations budget(s). Provides projections and reports for budget development and administration purposes.				
Screens, hires and oversees work of numerous outside vendors required to effectively complete assignments.				
Develops and manages public relations calendar. Determines schedules and deadlines. Ensures successful, timely completion of programs and projects.				
Develops and produces reports of public relations activities for university and/or department use.				
Represents university or department at professional meetings, conferences, seminars and other events. Develops and maintains contacts with university officials, media representatives, community leaders and professional colleagues. Maintains currency with professional organizations and publications.				

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.