



Public Communications Specialist Job Description

JOB INFORMATION

<i>Job Code:</i>	129119
<i>Job Title:</i>	Public Communications Specialist
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	May oversee staff, students, volunteers, agencies and/or resource employees.
<i>Job Family:</i>	Public Communications
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	6 Supervisor

JOB SUMMARY

Publicizes and promotes USC (or a specific department of the University or a specific departmental project) to national, regional and local print and electronic media.

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		3 years	
	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 or journalism experience
	X	Public relations experience with strong background in press and media relations.

Other Job Factors

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Develops strategy for cultivating and maintaining effective working relationships with writers, editors and producers in the print and electronic media - on national, regional and local levels. Determines priorities for media outreach and strategy. Determines and organizes media pushes to align with school/division priorities and strategic initiatives.				
Responds to media requests for information about USC or assigned department of the university or a specific departmental project.				
Writes and disseminates press releases, PSA's, feature stories, etc., and USC and the achievements of its faculty, administration, students and/or staff. Determines and selects stories within school and/or division to promote externally. Determines the best way to tell the stories and determines appropriate faculty and/or staff to include. Writes pitch letters and other marketing vehicles, as required, and follows- up to secure coverage. Coordinates coverage with other university departments, as appropriate. Uses social media to promote stories and coverage by outside media.				
Promotes and arranges interviews between USC principals and media representatives. Coaches faculty and/or staff pre-interview and follows-up with media source to promote resulting stories. Plans and conducts press conferences. Manages other special projects (may include speaking, slide show and videotape presentations), as assigned.				
Provides consultative services to deans and administrators on media relations and publicity strategies including interview process, press conference procedures, and media and personal appearances, as needed.				
Compiles and distributes press kits, as needed. Provides additional promotional materials (may include biographies, statistics, photographs, audio and video tapes), when appropriate.				
Travels to promote USC, if so assigned. When assigned or appropriate, entertains media representatives to advance professional relationships. Provides additional services to members of the media (e.g., tours of the campus or other USC facilities, introductions to university VIP's) as necessary.				
May supervise staff and/or student workers.				

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.