



Senior Communications Specialist (ITS) Job Description

JOB INFORMATION

Job Code:	129153
Job Title:	Senior Communications Specialist (ITS)
FLSA Status:	Exempt
Supervisory:	
Job Family:	Public Communications
Job Family Group:	Marketing and Events
Management Level:	7 Individual Contributor

JOB SUMMARY

Develops and manages ITS operational and project-based communications. Drives strategies for email communications, newsletters, websites, staff awards, surveys, departmental intranet, and social media efforts. Responsible for ensuring ITS public relations and communications reflect the organization positively. Demonstrates ITS values in action.

JOB QUALIFICATIONS:

Education

Req	Pref	Degree	Field of Study
X		Bachelor's degree	
	X	Bachelor's degree	Communication

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		5 years	
	X	8 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		Experience managing a brand or professional organization's public relations, with working knowledge of developing social media presence and utilizing multiple social media platforms.
X		Ability to interpret, analyze, and apply pertinent policies, procedures, regulations, and requirements.
X		Excellent written and oral communication skills, with proven ability to present technical topics in a business-oriented fashion to non-technical audiences.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Ability to understand and work with large, complex distribution lists, and develop positive working relationships and strong rapport with team members.
X		Thorough understanding of messaging nuance required for various audiences and distribution channels.
	X	Experience in higher education and with university audiences.
	X	Thorough understanding of IT business processes.
	X	Experience with web content management systems, email distribution lists, graphic design, and photo editing tools (e.g., Canvas, Photoshop).

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Develops content (e.g., websites, email newsletters, talking points), overseeing and reviewing its creation to ensure the development of clear, engaging communications for a broad range of ITS staff, customers, partners, and key stakeholders. Leads communications for ITS documentation, intranet development, and social media presence, and manages regular updates and changes related to content and services. Drives social media outreach, message tracking, and impact analysis by crafting and editing content for specific audiences.				
Manages public relations efforts, (e.g. image, voice), maintaining continuity and consistency of positive ITS customer experiences. Defines communications and distribution policies and procedures, developing and refining channel and style guides. Maintains currency with ITS projects, campus-wide initiatives, emerging technology, and steering and advisory committees. Supports efforts to streamline messaging by providing consultation to ITS leaders, departments and project teams.				
Oversees leadership alignment on objectives, strategies, and plans by assisting with the review and approval process for internal/external communications. Collaborates with the organizational engagement team to align messaging and support communication needs for change and transition initiatives. Develops varied approaches to build and sustain engaging, collaborative relationships with key constituent groups from diverse backgrounds and industries.				
Supports the engagement, culture, and communications team's vision and governance for change management through the implementation of standards, procedures, and cost-effective, leading solutions. Aids the cultivation of an inclusive environment and a culture of trust and transparency, sharing information broadly, openly, and deliberately. Increases visibility of ITS culture through engagement with appropriate professional associations. Actively embodies ITS values and behaviors (e.g., accountability, ethics, best-in-class customer service).				

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/

<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.