



Senior Director, Presidential Communications Job Description

JOB INFORMATION

<i>Job Code:</i>	111080
<i>Job Title:</i>	Senior Director, Presidential Communications
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through multiple layers of subordinate supervisors.
<i>Job Family:</i>	Publications, Editing/Writing
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	4 Administrator

JOB SUMMARY

Develops, coordinates, and executes public communications strategies for the university, inclusive of the president's office. Participates in and identifies long- and short-range strategic communication planning and delivery. Works closely with university senior leadership to deliver communications addressing global presence, potentially critical news coverage, and that align with current and future university priorities. Oversees the design and production of comprehensive media elements, platform determination, and audience identification to shape the university's image and messaging. Serves as university spokesperson in all communication matters, responding to daily news inquiries from media outlets and cultivating positive, long-term relationships with journalists. Manages content for all of the president's official social media accounts, leveraging the latest technology and social media platforms.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree	Journalism	Or
X		Bachelor's degree	Public Relations	Or
X		Bachelor's degree	in related field(s)	

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		7 years		
	X	10 years	communications management experience at a public or private higher education institution, particularly with a president and/or senior leadership	

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		Management experience in journalism and/or public relations.
X		Strategic communications experience at a large, complex communication organizations.
X		Demonstrated proficiency with writing fundamentals, grammar, syntax, style.
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		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 facilitation and negotiation skills, and ability to manage highly confidential, complex, and politically sensitive matters.
X		Demonstrated experience with office management communication software/tools (e.g. Google suite, Slack, Skype) and social media management.
	X	Demonstrated experience working with administrative, governance, budget, and personnel 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	Fluent oral, reading, and writing skills in one or more languages other than English (preferably Spanish).

Other Job Factors

- May require travel and working evenings and/or weekends, based on business necessity.
- This position is designated as a Campus Security Authority (CSA) under the Clery Act and must comply with the requirements of said designation.

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Develops, coordinates, and executes public communications strategies for the president and university senior leadership that support the university's global presence, address potentially critical news coverage, and align with current and future university priorities. Reviews existing strategies, establishes new ones as warranted, and works collaboratively with senior leadership to improve issue-related communications. Participates in and identifies long- and short-range strategic communication planning, leverages new and emerging media and technology, and proactively drafts and develops positive story ideas.				
Oversees the design and production of comprehensive media elements, platform determination, benchmarking, and audience identification to shape the university's image and messaging to various internal and external communities. Identifies and contributes content for strategic writing opportunities (e.g., op-eds, fact sheets, letters to the editor, speeches, online multimedia, scripts, social media and blog posts). Guides and has final input on content generation (e.g., original text/copy, images, video, website design, physical university publications) for all media outlets. Oversees content management, ensuring all media and multimedia is fresh, up-to-date, compelling, and accurately reflects and imparts the university's mission and goals.				
Serves as university spokesperson in all communication matters, responding to daily news inquiries from media outlets, community news sources, and social media channels. Cultivates positive, long-term relationships with journalists, and promotes stories reflecting the university's public contributions. Works with staff in planning and execution of press conferences, press tours, conference calls, and other interactions between senior leadership and the press. Secures strong story placements to enhance public understanding and appreciation of the university				

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
and its contributions. Monitors and compiles media coverage during major stories as they are breaking.				
Manages content for all of the president's official social media accounts, including developing and editing original content and internal requests, and the scheduling and delivery of posts. Leverages the latest technology, new media, and social media platforms to inform the president's and the university's communications. Ensures consistent messaging and tone across all social media platforms, effectively integrates with university branding and marketing efforts, and moderates comments, as needed. Establishes metrics to evaluate audience engagement and the results of targeted goals.				
Oversees recruitment, hiring, orientation, and training of necessary staff. Directly and/or indirectly supervises all assigned staff, through subordinate managers and/or supervisors. Screens, engages, and manages work performed by freelance writers, and other external third-party vendors.				
Establishes and maintains appropriate network of professional contacts. Maintains currency with professional organizations and publications. Attends and participates in meetings, conferences, and other relevant events and activities, representing the president's office and the university, as assigned or appropriate.				
Oversees the determination, proposals, development, and administration of assigned budget(s). Approves and disapproves communications-related expenditures for the president's office.				

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.