



Director, Communications and Web Presence Job Description

JOB INFORMATION

<i>Job Code:</i>	129139
<i>Job Title:</i>	Director, Communications and Web Presence
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through subordinate supervisors.; 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>	4 Administrator

JOB SUMMARY

Oversees a team of communications and web professionals, providing strategic counsel and guidance on internal/external written and visual content. Responsible for identifying opportunities to optimize how employees receive and access information. Responsible for synthesizing complex materials to craft creative, persuasive messaging for varied audiences. Works with other HR leaders to develop and manage holistic strategies for delivering quality communications and continuous improvements to content and delivery. Supports communications governance through the implementation of standards, procedures and quality measures. Champions the university's vision, culture and values.

JOB QUALIFICATIONS:

Education

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

Req	Pref	Work Experience	Experience Level
X		10 years	in communications, public relations or marketing
X		4 years	in a management role, providing regular performance coaching to individuals and teams
	X	12 years	in communications, public relations or marketing
	X	6 years	developing and managing diverse, high-performing teams

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		Exceptional written and oral communication skills, with copy-editing experience and familiarity with Associated Press style.
X		Experience developing and reviewing content for online platforms (e.g., websites, social media).
X		Demonstrated experience developing customer experience strategies and implementing customer-focused applications.
X		Proven knowledge of human-centered design and customer/user experience best practices.
X		Demonstrated project management, problem-solving and organizational skills, able to effectively manage numerous priorities, deadlines and necessary resources simultaneously and in a timely manner.
X		Ability to think strategically and serve as a thought-partner to teams of executives.
X		Demonstrated interpersonal skills, able to establish strong, positive working relationships and rapport with diverse groups of team members.
X		Ability to edit and translate complex materials into persuasive messaging for varied audiences.
X		Experience supporting customer needs and articulating motivational strategies.
X		Proven ability to understand and work with large, complex systems, and to comply with and enforce pertinent policies, procedures, and regulations.
	X	Demonstrated experience in human resources, marketing, communications, and higher education.
	X	Experience in user/customer experience and with university audiences.
	X	Demonstrated experience with change management governance processes and development.
	X	Experience developing customer relationships and delivering customer-focused services.
	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 communication strategies supporting critical change and transformation initiatives and manages their implementation. Develops implementation plans for digital technologies that empower employees to easily find pertinent information. Ensures timely, necessary, and substantively correct communications. Provides counsel and guidance on informative and engaging internal/external communication content (e.g., tone, brand guidelines, publication effectiveness). Oversees communications to ensure content adheres to university messaging and brand guidelines.				
Maintains all content, design, access rights, editorial guidelines and archival processes. Supports leaders and staff in delivering effective messaging through storytelling. Reviews and approves plans for implementing staff/employee feedback channels to assess the success of communication strategies, vehicles and messaging. Works with other leaders to develop and manage holistic				

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
communication strategies. Recommends opportunities for continuous improvement processes, tools, content and delivery.				
Drives best-in-class customer service to the university through employee engagement. Adapts complex data into creative, persuasive messaging for varied audiences. Gathers data about employee interactions with the organization. Gains understanding of the employee landscape through segmentation strategies (e.g., developing user personas). Maintains visual standards and imagery reflecting the diversity of the university community. Embraces the university sustainability efforts by promoting online communication platforms.				
Implements standards, procedures and quality measures to support communication governance. Regularly evaluates communications and provides writing and editing support to ensure departmental quality standards are met. Provides regular performance coaching for individuals and teams, and reports team activities. Proactively leads university-wide communications projects, events and campaigns aligned with the organization's priorities and values.				
Builds and maintains strong relationships with customers, partners, and stakeholders to ensure consistency and quality of materials communicated. Contributes to an inclusive environment, building and maintaining strong cross-functional relationships and a deep understanding of organizational and university cultures. Upholds the principles of the USC Code of Ethics. Demonstrates alignment to strategic plans of the organization and university through words, actions and ideas.				

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/			

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.