



## Manager, User Experience and Web Presence Job Description

### JOB INFORMATION

<i>Job Code:</i>	129145
<i>Job Title:</i>	Manager, User Experience and Web Presence
<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

Oversees how information is communicated to employees via varied technologies, working closely with other leaders to develop and manage customer experience visions and strategies for delivering quality communications. Responsible for identifying opportunities that optimize how employees receive and access information. Adopts a critical mindset to focus on human-centered design, learning and change, and deliver the right outcomes that empower employees and facilitate growth. 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	Computer Science	Or
X		Bachelor's degree	Public Relations	Or
X		Bachelor's degree	Business Administration	Or
X		Bachelor's degree	Marketing	
	X	Master's degree	Computer Science	Or
	X	Master's degree	Public Relations	Or
	X	Master's degree	Business Administration	Or
	X	Master's degree	Marketing	

#### 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	of experience in marketing/communications and user/customer experience.	
X		1 year	of experience in a management role, providing frequent, regular performance coaching.	
	X	10 years	of experience in marketing/communications and user/customer experience.	
	X	4 years	of experience in a management role.	

## 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		Excellent written and oral communication skills, able to synthesize complex materials and craft creative, persuasive messaging for varied audiences.
X		Experience developing customer experience strategies and implementing customer-facing applications.
X		Demonstrated knowledge of human-centered design and user/customer experience best practices.
X		Proven project management and organizational skills, able to manage several projects and deadlines simultaneously.
X		Ability to think strategically and serve as a thought-partner to teams of executives.
X		Experience supporting customer needs and articulating strategies that motivate others to action.
X		Proven ability to understand and work with large, complex systems, and comply with and enforce pertinent policies, procedures, regulations, and requirements.
X		Ability to manage necessary resources to resolve problems in a timely and effective manner.
	X	Experience in human resources and/or higher education.
	X	Proven experience in change management governance processes and development.
	X	Demonstrated experience developing and managing diverse, high-performing teams.
	X	Experience developing customer relationships and delivering customer-focused service.
	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 vision and strategies to lead employee engagement efforts and incorporate into employee communications. Collects and reports on customer experience activities, providing insight and guidance for best practices. Develops plans to implement digital channels for capturing employee feedback. Maintains open lines of communications with teams, organizations, departments and the university community. Provides frequent, regular staff performance coaching.				
Gathers employee-organization interaction data through segmentation strategies (e.g., development of user personas) to understand the university employee landscape. Develops understanding of organizational and university culture by building and maintaining strong cross-functional relationships.				
Drives best-in-class customer service through effective engagement. Develops plans to implement distinctive experiences through digital technology that empower employees to find information easily. Supports the delivery of effective and high-impact messaging through varied channels. Mines captured feedback for high-impact opportunities to enhance customer experience. Recommends process and tool improvements to effectively reach stakeholders.				
Establishes and implements standards, procedures and quality measures to support communication governance. Sets and evaluates metrics for communication and engagement activities, ensuring they meet expectations for efficacy. Works with other department leaders to develop and manage holistic strategies for continuous content and delivery improvement. Adapts to new information and varied stakeholders' changing expectations.				
Proactively leads university-wide communications projects, events and campaigns, encouraging team members to experiment with new communication approaches and technologies. Promotes an environment that fosters inclusive relationships and creates unbiased opportunities for contributions through ideas, words, and actions that uphold principles of the USC Code of Ethics.				

## 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: <a href="https://policy.usc.edu/mandated-reporters/">https://policy.usc.edu/mandated-reporters/</a>
<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: <a href="https://dps.usc.edu/alerts/clery/">https://dps.usc.edu/alerts/clery/</a>			

## 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.