



**USC** University of  
Southern California

## Communications Lead Job Description

### JOB INFORMATION

<i>Job Code:</i>	129150
<i>Job Title:</i>	Communications Lead
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	May oversee staff, students, volunteers, agencies and/or resource employees.; Supervises employees and/or student workers.
<i>Job Family:</i>	Public Communications
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	6 Supervisor

### JOB SUMMARY

Develops and executes content creation and development strategies. Oversees and review pieces of content, ensuring clear, engaging communications. Guides structural leadership on objectives, strategies, and plans, aligning messaging and supporting needs for change and transition initiatives. Leads development efforts regarding documentation, intranet and social media presence. Steers departmental public relations efforts, maintaining customer-experience continuity and consistency for a school or division's brand. Supervises and mentors the communications team.

### JOB QUALIFICATIONS:

#### Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree	Communication	Or
X		Bachelor's degree	Marketing	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		5 years	of experience in communication, marketing, higher education, or related fields	
	X	7 years	of experience in communication, marketing, higher education, or related fields.	
	X	2 years	of management experience.	

#### 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		Excellent written and oral communication skills, and proven copy-editing experience.
X		Exemplary understanding of the nuanced messaging required for various audiences and distribution channels.
X		Experience distilling complex topics and content into personable, easy-to-understand information.
X		Demonstrated experience managing public relations and developing social media presence for an organization, and solid grasp of professionally utilizing social media platforms.
X		Experience with large and complex distribution lists.
X		Ability to interpret, analyze, and apply pertinent policies, procedures, regulations, and requirements.
X		Experience implementing communication strategies for similar or larger audiences using old and new media.
X		Ability to build, develop, and manage positive working relationships and rapport with diverse, high-performing teams.
X		Experience in providing actionable and thoughtful feedback and mentorship to junior team members.
X		Proven ability to provide both detailed information as well as summaries to management-level individuals and groups, and experience presenting technical topics to non-technical audiences.
X		Comfortable with communications technology and complex environments, able to produce quality copy on tight schedules.
X		Ability to manage concurrent projects, prioritize competing assignments, and work under pressure with tight deadlines and frequent interruptions.
X		Ability to work strategically and collaboratively across departments.
X		Experience with content management systems (e.g., WordPress). Proficiency with Microsoft Office.
	X	Experience working in higher education administration or governmental administration.
	X	Experience in leadership and people-building roles.
	X	Executive communication and speechwriting experience.

## Other Job Factors

## JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Sets strategies for content creation and development, overseeing and reviewing content overall and ensuring clear, engaging communications are disseminated to staff and a broad range of customers, partners, and stakeholders. Empowers team to develop material for publications and presentations (e.g., websites, newsletters, leadership talking points).				
Supervises a team that generates various written material in collaboration with creative counterparts. Guides structural leadership on objectives, strategies, and plans by implementing the review and approval process for internal/external communications. Collaborates with the organizational engagement team, aligning messaging and supporting needs for change and transition initiatives. Maintains currency with university projects, steering and advisory committees, campus-wide initiatives, and technology events and councils to sustain and further build comprehensive understanding of key constituent groups.				
Leads development efforts regarding documentation, intranet, and social media presence. Reviews and manages changes and updates to antiquated or obsolete documentation. Oversees efforts to streamline messaging, providing consultation support to leaders, departments, and project teams.				
Manages departmental public relations efforts (e.g., content for specific audiences, social media outreach), maintaining customer-experience continuity and consistency for a school or division's brand, image, and voice. Assesses and utilizes impact analyses for different communication channels. Defines and shares/communicates updated communication and distribution policies and procedures with team. Reviews, edits and approves developed and refined staff distribution channels and style guides.				
Aids the cultivation of an inclusive environment and a culture of trust and transparency, sharing information broadly, openly, and deliberately. Builds and maintains collaborative relationships with diverse team members, peers, and leaders. Actively fosters team culture by embodying values and behaviors (e.g., accountability, ethics, best- in-class customer service).				

## JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Advises the communication team on priorities according to plans. Aligns messaging and supports communication needs for change and transition initiatives by collaborating with the organizational engagement team. 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.				
Collaborates with team members and management, implementing effective communication, engagement, and culture solutions to support the department's vision. Maintains currency with technology, standards, and best practices. Supports process improvement efforts within and across teams. Provides consistent, thoughtful and impactful mentorship to team members.				

## 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.