



Associate Vice President, Strategic Communications Job Description

JOB INFORMATION

<i>Job Code:</i>	199034
<i>Job Title:</i>	Associate Vice President, Strategic Communications
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through multiple layers of subordinate supervisors.
<i>Job Family:</i>	Public Communications
<i>Job Family Group:</i>	Marketing and Events
<i>Management Level:</i>	3 Executive

JOB SUMMARY

Responsible for human resources communications, sharing with employees, retirees, and job candidates what the university has to offer and fostering opportunities for improving employees' experiences during and after their tenure. Responsible for developing and implementing integrated, comprehensive multimedia communications, marketing, and branding programs, campaigns, and visions for human resources through collaboration and coordination with each department (e.g., Benefits, Talent Acquisition, Employee Relations). Serves alongside senior leadership, ensuring that division goals and priorities are met by employing timely and effective marketing and communication strategies across the HR Division and to the employee community. Plans, develops (e.g., writing, copy editing), and implements all HR/HR partner communications and marketing strategies across and beyond the university community. Oversees development and implementation of relevant and supporting branding assets, materials and services. Directs efforts of the HR communications and marketing staff, and partners strategically and tactically with other divisional units. Responsible for providing leadership, oversight, and technical direction for HR communications and marketing in support of the division's core objectives, and in-line with University Communications brand and marketing guidelines. Reports directly to the HR senior vice president.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree	Communication Studies	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 Studies	Or
	X	Master's degree	Journalism	Or
	X	Master's degree	Marketing	Or
	X	Master's degree	Higher Education	Or
		Master's degree	in related field(s)	

Additional Education

Check here if experience may substitute for some of the above education.

X 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		15 years	
	X	15+ years	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

X Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Exceptional business orientation, strategic leadership experience, and competency and knowledge related to multi-media communication, marketing and branding modalities (in-person and virtual).
X		Demonstrated experience managing multiple projects and budgets, with proven organizational savvy and a record of meeting concurrent deadlines.
		Exceptional written and verbal communication skills, with strong, proven attention to detail.
X		Editing, graphic design, and/or content production and management experience, able to professionally and efficiently partner with design professionals and produce high-quality deliverables within budget.
X		Excellent, demonstrated leadership skills, with experience setting strategy, exercising judgement, and guiding teams in complex environments.
X		Experience managing various stakeholder groups (e.g., vendors, and enterprise, local, and executive stakeholders) and managing a high degree of change in fast-paced, complex, and demanding environments.
X		Extensive experience with large, complex systems, demonstrating versatility, resilience, and a self-starting ability to establish and maintain credibility with all levels of an enterprise.
X		Experience leading and guiding high-performing, inclusive teams of diverse individuals, fostering an environment of trust, collaboration, transparency, and accountability.
X		Knowledge of enterprise-wide web development and social media processes and policies, and all laws guiding strategic marketing efforts (e.g., advertising law, copyright/trademark regulations, libel, Freedom of Information Act).
	X	Experience in brand strategy and workforce communications at a higher education and/or public sector environment.
	X	Written and oral fluency in Spanish and/or other foreign languages.
	X	Adept at translating complex information into relevant and understandable communications for multiple audiences.
	X	Excellent graphic design, video editing, and other multimedia skills.
	X	Demonstrated experience with office management communication software/tools (e.g., Google suite, Slack, Skype).

Other Job Factors

- May require travel and working evenings and/or weekends, based on business necessity.

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Creates, guides, implements and measures the success of a comprehensive, multimedia communications, marketing, and branding program for human resources that facilitates effective, strategic internal/external communications. Provides editorial direction and design for, and produces and distributes, all human resources communications and marketing materials. Develops overall communication strategies, and identifies relevant objectives and appropriate communications platforms. Reviews and approves communications content, assures effective and timely delivery to selected audiences, and collects and analyzes metrics.				
Serves as the chief leader and architect for the division's communication and marketing platforms, (e.g., social media, print publications, website). Responsible for executive communications (e.g., mass emails, speeches, PowerPoint presentations) of the HR senior vice president and other senior leadership, as appropriate. Works collaboratively with HR leadership and subject matter experts (SMEs), promoting the division's mission, brand, programs, and services via current and emerging communication channels.				
Responsible for overseeing the marketing, communication and branding of employee engagement initiatives (e.g. employee pulse surveys, mentorship programs), including advising on professional development, influencing strategic				

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
learning and development initiatives across the organization from a communications and marketing perspective.				
Leads and supervises HR communications and marketing staff. Responsible for establishing the team's short- and long-term goals, and building processes and procedures to assure work assignments are both appropriately balanced among staff and achievable within deadlines and delivery structures. Reviews and monitors staff performance, and addresses identified performance issues and staff development needs.				
Works closely with other university leaders and offices to assure HR communications are appropriately coordinated with larger university wide themes and strategies, and provides assistance with responses to media inquiries, as appropriate. Ensures all communications platforms are ADA (Americans with Disabilities Act) compliant. Leads and/or participates in special projects as assigned by the HR senior vice president.				

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.