



Vice President, Content Strategy & Chief of Staff Job Description

JOB INFORMATION

<i>Job Code:</i>	199056
<i>Job Title:</i>	Vice President, Content Strategy & Chief of Staff
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through subordinate supervisors.
<i>Job Family:</i>	Senior Executive
<i>Job Family Group:</i>	Administration
<i>Management Level:</i>	2 Senior Executive

JOB SUMMARY

Collaborates with the university's executive leadership to develop and implement content production and distribution strategy for University Communications' owned media channels. Leads the planning and delivery of channel initiatives (e.g., campaigns), and oversees teams that create, promote, and measure content for all channels. Balances the alignment of strategic objectives with the management of daily activities as the Chief of Staff for the SVP for Communications, providing high-level executive support, assisting with short- and long-term strategic planning, and ensuring that relevant concerns, deadlines, and priorities are met in tandem with administrative priorities as established by the SVP.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Bachelor's degree	

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	

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

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Editorial management experience in journalism, marketing, and/or public relations.
	X	Direct experience managing an editorial team.
	X	Direct experience in developing long-term content plans built around corporate strategy.
	X	Direct experience in creating multi-channel content marketing strategies.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
	X	Direct experience defining KPIs for communications campaigns and measuring performance against those KPIs.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Collaborates with the university's executive leadership to develop and implement content production and distribution strategy for University Communications' owned media channels that promotes university priorities (e.g., research, student achievement, diversity, and community involvement). Works across the university's academic schools and administrative departments to build an understanding of university strengths and differentiators, and designs and implements strategies for owned channels to help distinguish the role of each channel in the mix.				
Oversees teams that create, promote, and measure content for all channels (e.g., writers and producers of internal and external websites, magazines, third-party media) as well as associated media relations teams.				
Leads the planning and delivery of channel initiatives (e.g., digital campaigns, platform launches and redesigns) and provides strategic direction for storytelling that leverages the power of content to maximize impact and expand influence beyond core audiences into targeted market segments. Serves as a liaison between university communications and the university's academic units, helping to shape best practices and contributing to the development of standards for content development, distribution, and promotion.				
Balances the alignment of strategic objectives with the management of daily activities as the Chief of Staff for the SVP for Communications. Serves as a senior advisor to, and acts on behalf of, the executive, assuring and providing high-level support to optimize executive's time. Provides strategic advice and counsel to the SVP regarding internal/external communications issues; oversees the development and review of plans and criteria for a variety of strategic initiatives; and evaluates proposed plans and projects, ensuring that relevant concerns, deadlines, and priorities are met in tandem with administrative priorities as established by the SVP.				
Conducts and assists with short- and long-term strategic communication planning and develops processes to ensure appropriate delivery, monitoring, and follow-up. Communicates planning, assumptions, and guidelines; gathers multiple inputs; and integrates plans and requests based on academic units and/or division priorities. Sets goals, establishes priorities, manages resources, develops concepts and approaches, sets benchmarks for performance metrics, and reviews projects progress and results.				
Supports the design and implementation of communications' initiatives to gain efficiencies and improve results with academic partners and among the Communications' leadership team. Serves as primary contact for coordination of activities with academic leaders and other public and institutional contacts. Provides information and counsel to officers, senior management, and academic units as necessary. 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

Essential:	Emergency Response/Recovery	Essential:	Mandated Reporter
Yes	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		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

Other Requirements			
<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		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.