



## Associate Vice President, Strategic and Crisis Management Communications Job Description

### JOB INFORMATION

<i>Job Code:</i>	199840
<i>Job Title:</i>	Associate Vice President, Strategic and Crisis Management Communications
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Supervises employees and/or student workers.
<i>Job Family:</i>	Senior Management
<i>Job Family Group:</i>	Administration
<i>Management Level:</i>	3 Executive

### JOB SUMMARY

Develops and oversees the university's strategic and crisis management communications. Serves as the main liaison to numerous departments (e.g., Department of Public Safety), providing strategic counsel. Leads and supervises University Communications staff, responsible for establishing the short- and long-term goals.

### 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	Journalism	Or
X		Bachelor's degree	Marketing	

#### Additional Education

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

<input type="checkbox"/>	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		10 years	multimedia communication	

#### Additional Work Experience

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

<input type="checkbox"/>	Combined experience/education as substitute for minimum work experience
--------------------------	---

#### Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Exceptional business orientation, competency and knowledge related to marketing and branding modalities (in person and virtual).
X		Demonstrated strategic leadership experience, guiding teams, exercising judgment, and managing multiple projects and budgets in complex and demanding environments.

## Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Proven organizational savvy and a record of meeting concurrent deadlines.
X		Exceptional written and oral communication skills and proven attention to detail.
X		Experience leading and guiding high-performing, diverse and inclusive teams, fostering an environment of trust, collaboration, transparency, and accountability.
	X	Experience in higher education.
	X	Expert knowledge of current and emerging higher education issues, and relevant essential rules, policies, laws, and best practices.
	X	Fluency in one or more language in addition to English (e.g., Spanish, Korean).
	X	Demonstrated experience with social media management.

## Other Job Factors

- This position is designated as a Campus Security Authority (CSA) under the Clery Act and must comply with the requirements of said designation.

## JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Oversees and develops high-level communication strategies and emergency/crisis messaging. Creates, guides, implements, and measures the success of comprehensive multimedia communications that facilitate effective, strategic internal/external messaging. Recommends and/or drafts responsive statements to media outlets. Works with senior executives on messaging and interview preparation.				
Produces, distributes and provides editorial direction and design for all university communications. Reviews and approves content, assures effective and timely delivery to selected audiences, and collects and analyzes metrics.				
Acts as a key communications leader for high-profile issues. Serves as the main liaison to numerous departments (e.g., Student Affairs, Department of Public Safety, the Office of Professionalism and Ethics, the Office of Equity, Equal Opportunity and Title IX), providing strategic counsel. Collaborates with the Office of the General Counsel for external messaging related to lawsuits and other legal matters.				
Leads and supervises University Communications staff, responsible for establishing the short- and long-term goals. Builds processes and procedures to assure work is both appropriately balanced among staff and achievable within deadlines and delivery structures. Reviews and monitors staff performance and addresses identified issues and staff development needs.				
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
	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>	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.