



Social Media Associate, Office of the President

Job Description

JOB INFORMATION

Job Code:	111076
Job Title:	Social Media Associate, Office of the President
FLSA Status:	Non-Exempt
Supervisory:	
Job Family:	Presidential Administrative Support
Job Family Group:	Administrative Support
Management Level:	7 Individual Contributor

JOB SUMMARY

Creates and posts digital content for the president's high-profile social media channels. Improves the president's brand awareness and online reputation. Manages cohesive communications campaigns in collaboration with numerous key stakeholders. Monitors online platforms for audience trends, conversations and mentions, providing insights for general strategy and recommendations for responding to unexpected events.

JOB QUALIFICATIONS:

Education

Req	Pref	Degree	Field of Study
X		Bachelor's degree	
	X	Bachelor's degree	Communication

Additional Education

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

Combined experience/education as substitute for minimum education

Work Experience

Req	Pref	Work Experience	Experience Level
X		3 years	
	X	5 years	in communications and higher education.

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, and an exemplary attention to detail.
X		Expert knowledge and understanding of communications principles, concepts, practices, and technology in media, and the roles, processes, and protocols of various platforms.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Experience writing communications for senior-level administrators or executives.
X		Excellent interpersonal, organizational, critical thinking and analytical skills.
X		Demonstrated ability to craft messaging for a variety of audiences.
X		Proficiency with varied social media platforms (e.g., TikTok, Instagram) and the ability to stay current with emerging technology.
X		Demonstrated experience with relevant software/tools (e.g., Canva, Adobe Creative Suite).
X		Demonstrated ability to work independently with minimal supervision, deftly handle time-sensitive matters, meet strict deadlines, and accomplish high-profile and sometimes confidential tasks.
	X	Extensive experience writing for and/or managing executive or presidential communications.
	X	Established reputation and relationships with local, regional and national media.
	X	Multilingual communication skills, fluent in other languages beyond English (e.g., Mandarin, Spanish, Korean).
	X	Knowledge and/or understanding of numerous current cultural issues (e.g., immigration, socioeconomic, LGBTQIA, intersectional).

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Develops and implements strategies for presidential social media communications. Manages cohesive campaigns in collaboration with numerous key stakeholders. Monitors channels for audience trends, conversations and mentions, providing insights for general strategy and recommendations for responding to unexpected events.				
Creates, writes, produces, edits and shares varied content (e.g., short video clips, photo spreads and concise captions, extended interviews). Posts as directed, on a fixed/regular schedule and/or as needed in times of crisis management. Works both independently and in collaboration with numerous internal/external stakeholders.				
Provides tactical support for daily maintenance of online profiles. Monitors university and community news for relevant dialogues and content ideas. Scans feeds/profiles of both average and high-profile students, faculty/staff and alumni. Identifies and cultivates relationships with creators and influencers to explore collaboration opportunities.				
Ensures online interactions adhere to the highest professional standards. Partners with other presidential staff to develop and/or repackage items for online audiences (e.g., statements, speeches). Interacts with other university channels to broaden audience reach for all parties.				
Researches, proofreads, fact-checks, and edits all content. Maintains a consistent voice, utilizing creativity and expertise to effectively communicate the president's views while ensuring implementation of established strategic communications. Evaluates appropriate content and tone for sensitive messaging.				
Participates in relevant meetings. 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		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

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