



## Vice President, Executive Communications and Strategic Initiatives

### Job Description

#### JOB INFORMATION

<i>Job Code:</i>	199068
<i>Job Title:</i>	Vice President, Executive Communications and Strategic Initiatives
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	May oversee staff, students, volunteers, agencies and/or resource employees.; Supervises employees on a project basis.
<i>Job Family:</i>	Executive Officer
<i>Job Family Group:</i>	Administration
<i>Management Level:</i>	3 Executive

#### JOB SUMMARY

Reports directly to the Senior Vice President of Communications. Oversees the executive communications functions and the communications strategies in support of the university's top priorities: the president's "moonshots" including Frontiers in Computing, Health 3.0, Sustainability, USC Competes, and integrating the investment in USC athletics and transition into the Big Ten conference into a university wide narrative. Specifically, Executive Communications includes presidential speechwriting (researching and drafting), communications in support of initiatives led by Office of The President (priority: moonshots), and the coordination of strategies for presidential media relations. Works closely with SVP of Communications to manage overall USC strategic communications annual plan.

#### 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	Public Relations	Or
X		Bachelor's degree	in related field(s)	
	X	Master's degree	Communication	Or
	X	Master's degree	Journalism	Or
	X	Master'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		15 years	in strategic communications roles leading large, diverse teams in vast, complex organizations.	

## 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 communications skills, with deft attention to detail.
X		Demonstrated grasp of industry best practices and high-level understanding of marketing, branding, reputation management, positioning and social media.
X		Proven ability to operate within fast-paced, deadline-driven executive offices.
X		Experience delivering multi-modal, highly customized communications, evaluating the strengths of existing processes, and identifying improvement opportunities.
X		Applied knowledge of traditional, digital, and social media, from concept to execution.
X		Demonstrated experience as an effective organizational team leader.
X		Proven track record of managing crisis communications at both the executive and team levels.
	X	Experience in senior roles with news/content organizations at scale; and/or AAU institutions, and/or highly recognized global, corporate organizations/brands, and/or top-ranked global agencies with client experience across AAU public and/or private universities.

## Other Job Factors

## JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Serves as a leader of the executive communications team, overseeing the senior speechwriter and presidential speechwriting team responsible for researching and drafting president's speeches, correspondence and related communications coming directly from the president.				
Directly manages the president's social media staff and plans across varied platforms (e.g., X, Instagram). Reflects consistent voice, tone/tenor of the president and aligns with university priorities. Seeks innovative ways to use digital platforms to ensure engagement with key constituencies.				
Manages comprehensive, strategic executive communications plans leveraging the president's vision, platform and reputation. Creates, fine-tunes and activates plans closely integrated with campus events, "moonshot" communications and other priority initiatives. Oversees five virtual moonshot communications teams comprised of staff from University Communications and communications leaders from UPC and HSC.				
Works directly with the SVP of Communications to manage the university's strategic communications planning process.				

## 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>

