



Talent Acquisition Employer Branding Lead Job Description

JOB INFORMATION

<i>Job Code:</i>	117178
<i>Job Title:</i>	Talent Acquisition Employer Branding Lead
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	
<i>Job Family:</i>	Recruiting/Talent Acquisition
<i>Job Family Group:</i>	Human Resources
<i>Management Level:</i>	7 Individual Contributor

JOB SUMMARY

Represents the university as an employer, promoting the university brand into compelling value- propositions for potential talent in the greater Los Angeles area and beyond. Develops partnerships with internal/external stakeholders to understand business needs and strengthen community relationships. Customizes messaging for specific audiences through targeted content and engagement. Measures the effectiveness of all talent initiatives and partnerships, leveraging data and insights to yield maximum return on investments and ensure the quality and consistency of the candidate experience. Responsible for the strategy, design, and implementation of an inclusive, university-wide candidate experience that champions the university's vision, culture and values.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree		
	X	Master's degree		In
	X		Business Administration	Or
	X		Psychology	Or
	X		Communication	Or
	X		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		5 years	in human resources, business administration, talent acquisition and/or sourcing/recruiting.	
	X	7 years	in talent acquisition and/or human resources management.	

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, with experience present information clearly and concisely to varied audiences.
X		Experience developing communications and crafting targeted marketing content (e.g., authoring copyrights, social media video) with unified style and tone to increase employer brand awareness and guide potential candidates through recruitment.
X		Proven knowledge of integrated marketing concepts, visual identities, labor markets and recruiting practices.
X		Ability to interpret and apply all relevant policies, procedures and regulations.
X		Experience coordinating and implementing varied logistics (e.g., event budgets, employer brand activations).
X		Excellent critical thinking, problem-solving and organizational skills, able to work proactively and independently/collaboratively.
X		Experience implementing effective social media recruitment tools and analyzing results of overall recruitment/marketing efforts.
X		Ability to exercise sound judgment in decision-making, with minimal supervision and discretion with confidential information.
X		Demonstrated experience with diversity and inclusion training, initiatives and/or programs.
X		Extensive experience managing employer accounts on online platforms (e.g., job boards).
X		Ability to manage workloads with concurrent projects, prioritizing competing assignments, and working under pressure with tight deadlines and frequent interruptions.
X		Proven interpersonal skills, with experience building and maintaining strong, positive, respectful working relationships with diverse groups of clients and internal/external partners (e.g., veterans' groups).
X		Proficiency with Microsoft Office.
	X	Excellent sourcing, management and talent-development skills, with experience in leadership and people-building roles.
	X	Experience developing an end-to-end candidate experience strategy for an organization and establishing service level agreements (SLAs).
	X	Demonstrated empathy and active listening skills for crafting exceptional, individualized recruiting experiences for applicants and candidates.
	X	Experience working with HR applications (e.g., Workday HCM) and developing systems/processes to achieve expectations.
	X	Demonstrated thought leadership, able to identify and implement new ideas.
	X	Experience in higher education, public relations and/or graphic design.
	X	Commitment to developing the skills and careers of less experienced team members.
	X	Experience implementing new technology (e.g., online platforms/software).
	X	Exemplary writing, editing, design, layout and proofreading skills.
	X	Fluency in Spanish and/or other languages beyond English.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Represents the university's employer brand, collaborating with internal/external stakeholders to articulate talent needs and administer candidate experience functions. Delivers timely services, quality materials and/or oversight for aligned branding and innovative candidate activities. Utilizes best practices and strategies (e.g., active listening) to enhance talent acquisition processes and deepen relationships with top candidates. Streamlines communications, tailoring styles and messaging as appropriate for varied audiences.				
Partners with peers to fill specific recruiting requirements and develop initiatives supporting strategic hiring goals. Own relationships with varied talent groups				

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
(e.g., function-specific, focused on diversity). Stays current with marketplace trends and emerging engagement practices, and fosters environments welcoming of new technologies and processes.				
Analyzes recruiting effort data and solicited feedback to set strategies, provide lifecycle guidance, and adapt functions and behaviors in real time. Anticipates the needs of many varied stakeholders (e.g., applicants, hiring managers, recruiting coordinators), leveraging expertise and insights to handle issues and provide continuous process improvements. Actively participate in initiatives, events, and programs as a university representative, seeking opportunities to engage with talent markets in the greater Los Angeles area and beyond.				
Builds the university's employer brand with creative, targeted and engaging content highlighting a diverse workforce and unique culture. Measures and evaluates the effectiveness of all employer brand initiatives and the return on investment (ROI) of relationships. Produces regular key performance indicator (KPI) reports and identifies new opportunities for building brand awareness.				
Ensures consistency and quality of materials communicated. Contributes to an inclusive environment, building and maintaining strong cross-functional relationships and a deep understanding of organizational and university cultures. Upholds the principles of the USC Code of Ethics. Demonstrates alignment to strategic plans and priorities of the organization and university through words, actions and ideas.				

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/			

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.