



## Associate Vice President, Marketing and Communications Job Description

### JOB INFORMATION

<i>Job Code:</i>	199022
<i>Job Title:</i>	Associate Vice President, Marketing and Communications
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through multiple layers of subordinate supervisors.
<i>Job Family:</i>	Senior Management
<i>Job Family Group:</i>	Administration
<i>Management Level:</i>	3 Executive

### JOB SUMMARY

Oversees department marketing and communications functions, driving alignment with department goals and central university communications strategies and processes. Works closely with executive leadership to manage operations of marketing and communications teams.

### JOB QUALIFICATIONS:

#### Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree		In
X			Communication	Or
X			Marketing	Or
X			Journalism	Or
X			Public Relations	Or
X			in related field(s)	
	X	Master's degree		In
	X		Communication	Or
	X		Journalism	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		15 years	in marketing and communications roles leading diverse teams in complex organizations.	
	X	15+ years		

## 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 strong attention to detail.
X		Demonstrated grasp of industry best practices and high-level understanding of alumni communications and marketing strategies.
X		Proven ability to operate within an entrepreneurial and flexible work environment.
X		Applied knowledge of broad-based digital marketing, highly customized communications, and discrete principal and major gift proposals.
X		Demonstrated experience as an effective Marketing and Communications executive leader with a collaborative, team-oriented approach with exemplary leadership qualifications.
	X	Experience in senior roles with news/content organizations at scale; AAU institution(s); 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
Develops and defines comprehensive communications and direct-marketing strategic plans with a focus on constituent user experience. Leads department team, ensuring alignment with central university initiatives and priorities. Partners with leadership and key campus partners to ensure consistency and clarity of all branding and communications materials.				
Recommends strategies to build and maintain alliance of organizational structures for effective and efficient operations. Designs structures with a balance of diverse skills and experiences to the department. Manages team, directly and through subordinator supervisors, in implementing creative and innovative methods to engage and inspire its diverse constituent base.				
Partners with leadership to provide strategic communications for internal messages (e.g., success in achieving goals, impact of organization, talent development). Builds and delivers presentations and communications to relevant university constituents.				
Builds action plans on university messaging to alumni and other stakeholders through strategic communication (e.g., email and web) and increased creative social media strategy.				
Aligns the advancement marketing outreach to drive responses in annual/planned giving and donor relations. Writes and creates cases for support and gift propositions/proposals for large gift solicitations for the university's top priorities (e.g., Frontiers of Computing, Athletics, Shoah Foundation).				
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

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		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.

**Other Requirements**

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	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.		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>			

**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.