UNIVERSITY OF SOUTHERN CALIFORNIA

Director, Public Communications

Job Code: 129127

Grade: L
OT Eligible: No
Comp Approval: 1/21/2005

JOB SUMMARY:

Directs the public communications program of the University of Southern California, including staff supervision, budget development and administration, and strategic planning. Publishes "USC Trojan Family" and "Transcript". Oversees operations of USC News Service. Reports directly to associate vice president.

JOB ACCOUNTABILITIES:

<table>
<thead>
<tr>
<th>*E/M/NA</th>
<th>% TIME</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>_____</td>
<td>_____</td>
<td>Develops and directs public communications programs for the university. Edits and publishes periodicals, as assigned. Manages department operations and activities. Develops public communications goals and strategies for the university.</td>
</tr>
<tr>
<td>_____</td>
<td>_____</td>
<td>Edits and publishes &quot;USC Trojan Family&quot; and &quot;Transcript&quot;, includes story assignment, editorial content, design, production and distribution.</td>
</tr>
<tr>
<td>_____</td>
<td>_____</td>
<td>Directly or indirectly supervises all staff assigned to unit, usually through subordinate managers and supervisors. Determines staffing needs based on goals and objectives of unit. Determines and/or recommends unit salary administration including raises, promotions and reclassifications. Approves/disapproves all work guidance actions within unit.</td>
</tr>
<tr>
<td>_____</td>
<td>_____</td>
<td>Oversees recruitment, hiring, orientation, training and supervision of unit's staff. Oversees performance evaluation process, ensuring consistent use of all applicable policies and procedures. Counsels, disciplines and/or terminates employees, as required.</td>
</tr>
<tr>
<td>_____</td>
<td>_____</td>
<td>Plans, develops and manages unit budget(s). Approves/disapproves unit expenditures.</td>
</tr>
<tr>
<td>_____</td>
<td>_____</td>
<td>Participates in university-wide long-range and short-term strategic planning, as assigned.</td>
</tr>
<tr>
<td>_____</td>
<td>_____</td>
<td>Maintains currency with, understands and ensures unit compliance with all university policies and procedures and with all applicable local, state and federal laws and regulations.</td>
</tr>
<tr>
<td>_____</td>
<td>_____</td>
<td>Establishes and maintains appropriate network of professional contacts. Maintains currency with professional organizations and publications. Attends and participates in meetings, conferences, etc. Represents University and/or unit, as assigned or appropriate.</td>
</tr>
<tr>
<td>_____</td>
<td>_____</td>
<td>Screens, hires and oversees work of numerous outside vendors required to effectively complete assignments.</td>
</tr>
<tr>
<td>_____</td>
<td>_____</td>
<td>Acts as director of university public relations in absence of associate vice president.</td>
</tr>
</tbody>
</table>
Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with University Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of University’s crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.

Performs other related duties as assigned or requested. The University reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

**EMERGENCY RESPONSE/RECOVERY:**

Essential:  
☐ No  
☐ Yes  

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.

**JOB QUALIFICATIONS:**

**Minimum Education:**

Bachelor’s Degree  
Combined experience/education as substitute for minimum education

**Minimum Experience:**

5 Years  
Combined education/experience as substitute for minimum experience

**Minimum Field of Expertise:**

Management experience in journalism and public relations.

**Preferred Experience:**

7 Years

**Preferred Field of Expertise:**

Prefer communications management experience within university setting.

**Skills:** Other:

Analysis  
Assessment/evaluation  
Budget control  
Budget development  
Communication -- written and oral skills  
Conceptualization and design  
Conflict resolution  
Consulting  
Creative writing and editing  
Graphic design  
Interpretation of policies/analyses/trends/etc.
Interviewing
Knowledge of applicable laws/policies/principles/etc.
Managerial Skills
Marketing
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Research
Scheduling

Supervises: Level:
Manages through multiple layers of subordinate supervisors

Supervises: Nature of Work:
Administrative
Managerial
Professional/Paraprofessional

SIGNATURES:

Employee: _____________________________________  Date:_____________________________
Supervisor: ____________________________________  Date:_____________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

The University of Southern California is an Equal Opportunity Employer