JOB DESCRIPTION

Associate Athletic Director, Media and Public Relations

Definition of Class
This is a supervisory position in which the incumbent directs media and public relations operations to build relationships with external audiences, create positive media coverage and raise public awareness of and appreciation for University of Mississippi Athletics. Position reports to the Senior Associate Athletic Director, Communication and Marketing.

Examples of Work Performed
Supervises and develops strategies for pitching and distribution of athletics-related stories and messages to targeted local, regional and national media representatives.

Researches, writes, edits and carries through with the various stages of athletics publications.

Promotes student-athletes, coaches and athletic administrators for national, regional and state honors, including compilation and dissemination of support materials.

Oversees areas for working press at athletics events, including statistical and media-related event staff. Handles media requests during and after events, and assists in coordinating pre-game and halftime activities.

Serves as primary media contact for visiting TV networks who produce telecasts on campus.

Issues media credentials and media parking passes.

Coordinates press conferences for department, including physical location and setup.

Oversees maintenance of Athletics Department archives, which includes researching and updating records, statistics and photos.

Manages and oversees content of the Ole Miss Athletics Website and communications to be distributed via athletics social media.

Evaluates current events and media reports to identify areas that build relationships and/or place athletics-related stories.

Monitors current news and press reports via social media and other vehicles to keep current on events and information in local, regional and national markets that affect the department.

Oversees tracking of earned media efforts and provides analytics to determine effectiveness and ensure accountability.

Develops and manages budget for assigned area.

Ensures all assigned tasks are in compliance with University, SEC Conference, and NCAA rules.

Performs similar or related duties as assigned or required.

Essential Functions
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.

1. Serves as the primary liaison between the Athletics Department and media.
2. Coordinates and oversees implementation of a strategic, long-term media and public relations program for the Athletics Department.

3. Oversees market research and tracking in the areas of earned and social media.

4. Develops and manages budget for assigned area.

Minimum Qualifications
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to The University of Mississippi's Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

Physical Requirements: These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

   Physical Exertion: The incumbent may be required to lift up to approximately 50 pounds.

   Vision: Requirements of this job include close vision.

   Speaking/Hearing: Ability to give and receive information through speaking and listening.

   Motor Coordination: While performing the duties of this job, the incumbent is frequently required to sit. The incumbent is periodically required to talk and hear. The incumbent is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, crouch or bend.

Experience/Educational Requirements:

   Education:
   Bachelor's Degree from an accredited four-year college or university in Communications, Public Relations, or a related field.

   AND

   Experience:
   Five (5) years of experience related to the above described duties.

Substitution Statement: Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

Interview Requirements
Any candidate who is called to an agency for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.