Assistant Athletic Director, Digital Strategy and Analytics

**Definition of Class**
This is a professional position in which the incumbent is responsible for optimizing digital marketing strategies and serves as the lead strategist for all digital media platforms. The incumbent analyzes multiple sources of digital data related to advertising, earned media, campaigns, revenue and donations, and communicates findings to increase revenue and engagement. This position reports to the Senior Associate Athletic Director of Communication Marketing.

**Examples of Work Performed**
Identifies trends and monitors key performance indicators for athletics revenue and engagement.

Maintains dashboards and reporting modules.

Serves as a liaison to data warehouse and automation partners.

Analyzes complex sets of data and converts dense, statistical information into user-friendly graphs and reports.

Provides lead generation services to outbound sales teams.

Develops strategies and tactics for all digital media platforms, and conveys strategic vision to drive results.

Provides advisement and makes recommendations in the development of multi media campaigns.

Tracks and optimizes campaigns in real-time.

Researches and recommends new technologies especially related to content delivery, ticketing, attendance and giving.

Manages and monitors area budget and contributes to planning with revenue projections.

Participates in developing guidelines and policies pertaining to digital marketing.

Performs related or similar duties as required or assigned.

**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. Collects, analyzes and interfaces multiple sources of data related to athletics advertising, campaigns, revenue and donations.

2. Designs predictive models for advertising campaigns, sales, donations and other athletics-related outcomes.
3. Develops strategies and tactics for all digital media platforms.

**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 10 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 occasionally required to stand; and walk.

**Experience/Educational Requirements:**

**Education:** Bachelor’s Degree in related field from an accredited college or university.

**Experience:** Three (3) 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 for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.

Rev. 07/06/15

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