Assistant Athletics Director Marketing

**Definition of Class**
This is a supervisory position in which the incumbent will develop and execute marketing plans for all athletics’ products and teams. This position will coordinate communication through social media and traditional media as well as oversee game day staff and spirit squad programs. This position reports to the Senior Associate Athletic Director Communications and Marketing.

**Examples of Work Performed**
- Manages content for official website and social media channels.
- Assists creative team to develop digital graphics for website.
- Coordinates game day staff for all sporting events, as well as, game day experience for fans.
- Monitors game day experience and provides feedback for enhancements.
- Develops and executes marketing plans for all sports.
- Researches target audiences of each product or sport which includes developing strategies for reaching such audiences.
- Manages advertising and promotions budgets.
- Supervises script writing for each sporting event.
- Oversees spirit squad programs which include cheer, dance and mascot; generates interest and awareness of the squads.
- Assists in the recruitment of the cheer and dance squads.
- Serves as a liaison between the athletics department and the marching band.
- Performs duties as assigned by the Conference office at Championship events.
- 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. Supervises the development and execution of marketing plans for all athletics’ products and teams.
2. Oversees spirit squad programs.
3. Oversees marketing communications team and game day staff.
4. Manages marketing content and messaging for the website and social media.

**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 Personnel Department 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 for 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 regularly required to talk or hear. The incumbent is frequently required to sit. The incumbent is occasionally required to stand.

**Experience/Educational Requirements:**

- **Education:** Bachelor's Degree in Athletic Administration or related field from an accredited college or university.

  AND

- **Experience:** Two (2) years experience in Athletic Administration or related field.

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

**Background Requirements**

This position requires a background check upon hire.

**Interview Requirements**

Any candidate who is called for an interview must notify the Personnel Department in writing of any reasonable accommodation needed prior to the date of the interview.

Rev. 04/30/2015

*The University of Mississippi is an EOE/AA/Minorities/Females/Vet/Disability/Sexual Orientation/Gender Identity/Title VI/Title VII/Title IX/504/ADA/DEA employer*