JOB DESCRIPTION

Assistant Director Public Relations, Social Media Strategy

**Definition of Class**
This is a professional position that makes technical decisions about content management, creation and implementation of strategy, and oversees the accuracy of analytical data related to media and social media coverage. This position exercises discretion and independent judgment in decision making. The incumbent will report to the Associate Director, Public Relations.

**Examples of Work Performed**
Oversees distribution of public relations content for all Ole Miss social media accounts, blogs and other digital platforms.

- Develops strategies and assigns content for digital media platforms.
- Manages the maintenance and accuracy of Vocus database and Radian 6 (social media software) or similar software.
- Monitors Ole Miss social media presence and alerts supervisor of potential problems or complaints.
- Works with Communication Specialists and campus-wide clients to develop and produce digital marketing strategy and content online and social networks.
- Attends creative meetings and presents ideas for digital/social media marketing for marketing plans and projects.
- Meets with campus partners to provide social media strategy and training as needed.
- Provides training and presentations for campus partners and community groups on social media use.
- Research and recommend new technologies such as mobile and tablet applications.
- Submits monthly reports and new trends to supervisor.
- Serves as backup to the Associate Provost for REBALERT communications.
- 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. Makes technical decisions about content management.
2. Creates and implements strategy for all social media accounts, blogs and other digital platforms.
3. Oversees the creation and accuracy of analytical data related to media coverage and social media activity.
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:** No physical demand requirements.
- **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 and use hands to finger, handle or feel objects, tools or controls. The incumbent is periodically required to talk and hear.

Experience/Educational Requirements:

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

AND

- **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. 04/30/2015

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