Assistant Director University of Mississippi Research Park

Definition of Class
This is a professional position in which the incumbent manages marketing strategies and plans, leases, exhibits, and security at the University of Mississippi Research Park (UMRP) and the University of Mississippi Innovation Center (UMIC). Incumbent oversees the partnership office and manages services provided to tenants and tenant relations. Incumbent develops funding opportunities for tenants and assists with policy development. The incumbent exercises discretion and independent judgment. Incumbent is under the general supervision of the Executive Director of the University of Mississippi Research Park.

Examples of Work Performed
Oversees the preparation of marketing and branding plans as well as periodic plan updates. Develops branding and marketing strategies, including messages and themes, to promote University research activities, the University of Mississippi Research Park, and the University of Mississippi Innovation Center.

Performs market research, analyzes data, develops strategies to serve market segments, and generates news and marketing publications.

Acquires statistical information on tenants, corporate partners, research, and space. Analyzes statistical information and prepares reports required by reporting agencies, affiliated associations, and the University.

Coordinates tenant and property lease agreements. Administers the leasing of UMRP and UMIC facilities and property in accordance with the University of Mississippi Development Agreement and University of Mississippi Research Foundation (UMRF).

Coordinates partnership activities which facilitate communication and networking among tenants, faculty, staff and external entities.

Oversees and manages the provision of Research Park services to tenants.

Researches and develops funding opportunities for tenants through angel investors, venture capital groups, grants, endowments, and other sources.

Develops security and emergency plans for UMRP and UMIC. Coordinates with tenants to determine security needs. Coordinates security with appropriate internal/external agencies.

Develops strategies, policies, and procedures to enhance effectiveness of programs, activities and operations.

Stays abreast of current marketing, branding, leasing, and security strategies/technologies.

Travels to various off-campus locations to recruit prospective tenants. Coordinates and maintains exhibits and events.

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. Markets to prospective and existing tenants to successfully and quickly lease and re-lease department facilities and property in accordance with University policies and procedures.
2. Oversees the preparation of marketing and branding plans, performs market research and develops branding and marketing strategies.

3. Administers the leasing, maintenance, and operation of department facilities and property.

4. Manages and oversees tenant services, tenant relations, and partnership initiatives.

5. Researches and develops funding for tenants through angel investors, venture capital groups, grants, endowments, and other sources.

**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 25 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; talk and hear; and use hands to finger, handle or feel objects, tools or controls. The incumbent is periodically required to reach with hands and arms. The incumbent is occasionally required to stand; walk; climb or balance; and stoop, kneel, crouch or bend.

**Experience/Educational Requirements:**

- **Education:**
  Master’s Degree from an accredited four-year college or university in Marketing 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.

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The University of Mississippi is an EOE/AA/Minorities/Females/Vet/Disability/Sexual Orientation/Gender Identity/Title VI/Title VII/Title IX/504/ADA/ADEA employer. The University complies with all applicable laws regarding equal opportunity and affirmative action and does not unlawfully discriminate against any employee or applicant for employment based upon race, color, gender, sex, sexual orientation, gender identity or expression, religion, national origin, age, disability, veteran status, or genetic information. The University of Mississippi is an “at will” employer. This job description does not constitute an employment contract or negate “at will” employment.