Director of Marketing-Outreach

**Definition of Class**
This is a supervisory position in which the incumbent leads and inspires the Division of Outreach and Continuing Education marketing team. The incumbent in this position develops and executes marketing strategies and plans, which may include the generation of website content, brochures, posters, invitations, programs, and advertising for Outreach units. The incumbent exercises discretion and independent judgment.

**Examples of Work Performed**
Provides leadership, guidance and direction to the creative team to ensure the team operates in an effective and efficient manner.

Develops strategic communications by translating marketing goals and information of divisional units into strategic concepts, tone, rationale and messages.

Writes and presents cohesive and persuasive rationales for marketing campaign approaches.

Leads the unified process of marketing/concept/design and execution

Ensures the creative product remains leading edge and influential.

 Develops marketing, public relations and advertising copy. Generates publications using computer technology.

 Provides team with support and direction in matters including but, not limited to, unit needs, continuing education and training needs and problem resolution.

 Evaluates market research, analyzes data, and develops strategies to serve market segments.

 Proofs projects as necessary for job including color and blueline proofs.

 Develops and maintains website content in conjunction with divisional units and team web developer.

 Reads and researches various materials to stay current on design and illustration software; recommends new purchases or advises on updates; and learns how to use new versions of programs used in the office.

 Works closely to develop strategic marketing plans with tactical solutions and public relations initiatives to support Outreach programs and events.
Directs and prioritizes the work of the marketing team and resolves issues that may arise.

Reviews and revises marketing strategy as needed to keep current with the program's needs.

Provides marketing advice and direction to assist in promoting programs and events.

Collaborates with the creative team to provide direction for design, copy and video, and other functions relating to production.

Stays informed of best-practice positioning, brand building and brand management.

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. Provides direction, guidance and leadership to the marketing team to strategically advance the division’s units.

2. Develops strategic marketing plans with tactical solutions and public relations initiatives.

3. Communicates effectively with creative and production teams to establish design concepts and costs for the production of marketing materials.

4. Evaluates market research and develops strategies to enhance effectiveness of programs, activities and operations.

5. Communicates with program managers/directors to establish and develop marketing needs and solutions.

6. Engages in strategic planning and program assessments.

**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:**
Bachelor’s Degree from an accredited four-year college or university in Marketing or a related field.

**Experience:**
Four (4) 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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