Assistant Director of Marketing

Definition of Class
This is a professional position in which the incumbent develops and implements marketing strategies and coordinates activities and programs. The incumbent in this position develops and executes marketing strategies, which may include the generation of website content, brochures, posters, invitations, programs, and advertising. The incumbent exercises discretion and independent judgment. Incumbent is under the general supervision of the Director.

Examples of Work Performed
Generates publications utilizing computer technology.

Develops messages and themes to promote programs.

Interprets directions of Director as well as the comments and needs of clients to create marketing solutions for projects.

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

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

Works with printer to determine costs of printing jobs and the most economical ways of creating artwork.

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

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

Works with the Director to determine which projects warrant illustrations; creates illustrations.

Translates subject matter into an appropriate illustration, using design and desktop publishing software; reviews, edits, and corrects technical problems in designs.

Reads text for projects and performs research in subject area as necessary to produce accurate publications.

Serves as a representative at recruitment fairs, exhibitions, conferences and public events. Manages/maintains exhibits.

Develops and maintains website content.

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. Communicates with clients to establish client needs. Manages the marketing of information and materials to mass audiences.

2. Schedules and prioritizes work to meet deadlines. Coordinates production of marketing materials.

3. Communicates effectively with printers to establish costs and printing techniques.

4. Proofs and edits publications according to established guidelines.

5. Performs market research and develops strategies to enhance effectiveness of programs, activities and operations.

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.

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. 05/01/2015

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