JOB DESCRIPTION

Associate Director – Public Relations

**Definition of Class**
This is a supervisory position in which the incumbent develops, manages, and implements a full-service communications effort to raise public awareness of, understanding of, and appreciation for The University of Mississippi with critical target audiences. The incumbent exercises discretion and independent judgment in a wide variety of areas and serves as Director of Media and Public Relations in his/her absence.

**Examples of Work Performed**
Oversees the timely, accurate, and effective production and dissemination of materials about the University to all internal and external audiences.

- Provides editorial leadership and direction for Communications Specialists.
- Develops original story ideas and assignments to generate support for the University. Writes and edits text for printed publications, scripts for radio and television production, advertising copy, news releases, brochures, speeches, and other presentations.
- Produces specialized editorial content for major gift announcements, special projects, and publications such as alumni and research magazines.
- Cultivates support for the University by planning and implementing special events/projects and programs to generate media interest, fund-raising support, and public recognition for the institution.
- Serves as the senior editor for written material produced for the mass media and many University publications.
- Acts as liaison between the University and journalists at the state, national, and international levels by providing timely responses to requests for information and initiating stories in appropriate media.
- Consults with and advises the Director on all matters involving budget, departmental expenditures, inventory, and travel.
- Sets staff priorities based on departmental policies and initiatives after consulting with the Director and Assistant vice Chancellor for University Relations.
- Provides communications consultation and issues management advice to senior University administrators, and occasionally serves as university spokesperson. Represents the Media and Public Relations interests on various University-wide committees.
- Serves as Director of Media and Public Relations in the absence of the Director.
- 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. Develops and implements a program to advance the cause of The University of Mississippi.
2. Interfaces with media representatives, administrators, faculty, and staff to generate positive attention for the University.

3. Serves as Director of Media and Public Relations.

**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 Journalism, Communications, English 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*