JOB DESCRIPTION

Associate Director of Marketing-Athletics

**Definition of Class**
This is a professional position in which the incumbent develops, coordinates, and implements all in-game marketing strategies for assigned sports. The incumbent also assist in with department branding, advertising, and fan engagement. This position will schedule and provide game day supervision of all marketing staff. The incumbent exercises discretion and independent judgment. Incumbent is under the general supervision of the Assistant Athletic Director Marketing.

**Examples of Work Performed**
Provides scheduling and game day supervision of all marketing staff.

Develops, manages, and executes all marketing and fan experience duties assigned to each sport. Develop and implement attendance/ticket sales strategies.

Trains and assigns staff to external events and organizations to build relationships.

Increase and monitor the Ole Miss brand for Athletics. Follow all brand standards as listed in the athletics style guide.

Oversee the creation, accuracy, and distribution of all collateral relating to assigned sports.

Monitor and professionally engage on social media of assigned sports.

Coordinates and communicates with all parties to accomplish in-game execution of elements.

Maintain marketing budgets for all assigned sports.

Create new in-game elements to increase the overall fan experience.

Supervise support staff which may include interns and graduate assistants.

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. Develops, coordinates, and implements all in-game marketing strategies for assigned sports.

2. Provides scheduling and game day supervision of all marketing staff.

3. Maintains marketing budgets for all assigned sports.

4. Trains and assigns staff to external events and organizations to build relationships.

**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.

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*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.*