Definition of Class
The this a professional position in which the incumbent gathers information to facilitate brainstorming ideas and concepts for copy to be incorporated in creation of communication tools for multimedia productions, brochures, newsletters, advertisements, Web sites, exhibits and various other print and electronic communications. Incumbent works with minimal supervision of Creative Services Director.

Examples of Work Performed
Conceptualizes, develops and edits printed and/or electronic materials and publications on a regular basis.

Works in a close-knit creative partnership with graphic designers to generate workable concepts and copy.

Amends and revises concepts and content in response to feedback from account managers, creative services director and/or clients.

Reviews and researches trends in marketing, consumer product advertising, consumer surveys, and other data to determine the best means for promoting initiatives.

Writes clear, persuasive, original copy and/or scripts.

Proofreads copy and/or scripts to check spelling, grammar and style.

Communicates photographic or video needs to photographers or videographers.

Serves as the editor of newsletters for various audiences.

Provides supervision and guidance to interns working in the department.

Handles multiple projects simultaneously and under tight deadlines.

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. Creates copy for multimedia productions, advertising, brochures, Web sites, newsletters, electronic communications, promotional materials, and exhibits with complex project assignment needs.

2. Functions as team leader on projects, as needed, in conceptualizing marketing and communications concepts.

3. Provides supervision and guidance to interns working in the department.

4. Serves as a liaison with photographers or videographers.
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 and color 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, marketing or a related field.

AND

Experience:
Three (3) years 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.

Background Requirements
This position requires a background check upon hire. (Athletic department employees only)

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.