JOB DESCRIPTION

Marketing Coordinator - Athletics

Definition of Class
This position is responsible for coordinating, creating, developing, and executing marketing campaigns that enhance the Ole Miss fan experience during athletic events. Incumbent composes game day scripts, oversees game day groups during events, and selects interns. Position reports to the Senior Associate Athletic Director Communication and Marketing.

Examples of Work Performed
Participates in the development of creative executions for campaigns for increasing season ticket sales and game attendance.

Creates game day strategies and scripts for marketing promotions. Determines how each element is implemented, including sponsors and game day groups (promotions, music, entertainment, presentations, video, band, Rebelettes and cheerleaders).

Acts as marketing liaison for each team, as well as UMAA.

Monitors and responds to fan community, as appropriate, with regards to requests for posters, schedule cards, donations, autographs, and other promotional materials.

Assists with distribution of complimentary tickets to groups while ensuring compliance with NCAA regulations.

Reviews applications, conducts interviews, and selection process for student interns. Coordinates intern scheduling for athletic events & meetings. Oversees interns during events, manages budgets and ordering of apparel.

Updates marketing content on social networks, including Facebook, Twitter, You Tube, and Ole Miss Sports Blog.

Meets and contacts philanthropy groups, university groups, and other outside vendors for partnerships at athletic events.

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. Coordinates the creation, development, and execution of marketing campaigns that enhance the Ole Miss fan experience for athletic events.

2. Creates, oversees, and coordinates game day scripts.

3. Coordinates selection, scheduling, and supervision of interns for athletic events

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 40 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; 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 Communications, Public Relations, or a related field.

AND

**Experience:**
Two (2) 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