JOB DESCRIPTION

Director Public Relations

Definition of Class

This is a supervisory position in which the incumbent leads a team of communications specialists who work with schools, departments and administrative staff to develop and implement a full-service communications effort that raises public awareness, understanding and appreciation for The University of Mississippi with critical target audiences. The incumbent exercises discretion and independent judgment in a wide variety of areas. This position will manage the development of content for newsletters, magazines, news releases, and other communication vehicles as needed, working closely with other communications managers who manage various aspects of constituency engagement, social media and marketing. All media, public relations, and printing services staff report to the Chief Communications Officer (CCO).

Examples of Work Performed

Oversees the strategic, 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.

Works with a team of 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.

Consults with and advises the CCO on all matters involving budget, departmental expenditures, inventory, and travel.

Sets staff priorities based on departmental policies and initiatives after consulting with the CCO.

Represents University Communications on various university-wide committees.

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.
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.

**Vision:** Requirements of this job include close vision.

**Speaking/Hearing:** Ability to give and receive information through speaking and listening.

Experience/Educational Requirements:

**Education:**
Bachelor’s degree in Communications, Journalism, English or related field from an accredited four-year college or university.

AND

**Experience:**
Five (5) 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. 04/01/2015

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.