JOB DESCRIPTION

Associate Athletic Director, Media and Public Relations

Definition of Class
This is a professional position in which the incumbent directs media and public relations efforts, builds relationships with external audiences, creates positive media coverage, and raises public awareness of and appreciation for University of Mississippi Athletics. The incumbent oversees the implementation of a strategic, long-term media and public relations program, tracks earned and social media efforts and provides analytics, develops strategies for pitching and distributing content to external audiences and serves as the primary liaison between the Athletic Department. This position reports to the Senior Associate Athletic Director, Communication and Marketing.

Examples of Work Performed
Directs the pitching and distribution of athletics-related stories and messages to targeted local, regional and national media representatives.

Serves as lead contact with vendor for media distribution software and platform.

Develops strategies for reaching focused and deliberate target audiences.

Promotes student-athletes, coaches and athletic administrators for national, regional and state honors, including compilation and dissemination of support materials.

Follows up with media regarding pitched stories.

Oversees areas for working press at athletics events, including statistical and media-related event staff.

Handles media requests during and after events, and assists in coordinating pre-game and halftime activities.

Coordinates press conferences including communication, determination of location and physical set up of the space.

Serves as the primary media contact for visiting TV networks, who produce telecasts on campus.

Prioritizes requests from media, responds to media, determines media credentials/access and issues media parking passes.

Oversees maintenance of athletics archives, which includes researching and updating records, statistics and photos.

Manages and oversees content of the Ole Miss Athletics Website and communications to be distributed via athletics social media.

Oversees tracking earned and social media efforts and provides analytics to determine effectiveness and ensure accountability.

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. Serves as the primary liaison between the Athletics department and media.
2. Directs implementation of a strategic, long-term media and public relations program.
3. Oversees market research and tracking of earned and social media.

**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 50 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. The incumbent is periodically required to talk and hear. The incumbent is occasionally required to stand; walk; reach with hands and arms; 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:** 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 to an agency 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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