Senior Associate Athletic Director – Communications and Marketing

Definition of Class
This is a professional position in which the incumbent oversees and directs efforts in the areas of media and public relations, sports information and marketing for the Athletics Department. The incumbent provides leadership and guidance to staff of these areas and frequently makes decisions by exercising discretion and independent judgment. Incumbent reports to the Athletic Director.

Examples of Work Performed
Develops internal and external communication plans and goals and administers those goals, objectives, and strategies for the Athletic Department.

Evaluates staff performance and provides leadership and guidance for personnel of the media relations, marketing and communication areas.

Oversees internal communication as well as external communication through print and non-print media. Liaisons with external constituents and the university public relations office for consistent branding and messaging.

Manages production of promotional publications and items, such as media guides, game day programs, brochures, posters, etc, to ensure consistency.

Ensures that pre-event and in-game promotional activities for home athletic events are coordinated, and consistent with the branding and departmental messaging.

Ensures the content of Olemisssports.com Website is relevant and fresh. Stays current on new media outlets for external communications (Facebook, Blog, Twitter, etc)

Meets on a regular basis with rights holder to discuss current contract, game day atmosphere, promotions, revenue, group ticket sales etc.

Reviews request for collegiate sports licensing and manages licensing opportunities.

Determines and manages departmental budget as assigned

Ensures that athletic promotional materials and photo files are maintained and archived appropriately.

Serves as a key spokesperson for Athletic Department in handling media representative inquiries.

Ensures all assigned tasks are in compliance with University, Departmental, SEC, 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. Provides supervision, direction and leadership in the areas of media and public relations, sports information, and marketing for the Athletic Department.

2. Manages the relationship between the Athletics Department and the rights holder.


**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 and use hands to fingers, handle or feel objects, tools or controls. The incumbent is periodically required to talk and hear. The incumbent is occasionally required to stand and walk.

**Experience/Educational Requirements:**

**Education:**
Bachelor’s Degree from a college or university in Athletic Administration, Business Administration, Public Relations, or a related field.

AND

**Experience:**
Eight (8) 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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