**Definition of Class**
This is a professional position in which the incumbent manages the overall client relationship between the Department of University Brand Services and the schools, colleges, institutes, departments and associations across campus. Incumbent serves as the primary contact for the client and is responsible for client satisfaction as well as development of new and repeat business opportunities. This position exercises discretion and independent judgment in the management of brand building, marketing and communications for the client. Incumbent reports to the Director of Brand Marketing.

**Examples of Work Performed**
Takes responsibility for and ownership of client contracts for existing clients and contract renewals for new work. Represents client’s needs and goals within the organization to ensure quality.

Communicates the client’s marketing and communications objectives and needs to extract the best possible work from the project team or other units with University Brand Services.

Makes recommendations based on best-practice, concerning communication vehicles, messages, and tactical approaches to initiatives.

Creates and conducts presentations as needed. Provides support in strategy, presentation development, and client meetings.

Manages client expectations appropriately.

Stays abreast of best-practice positioning, brand building and brand management, as well as marketing and communications for various mediums.

Reviews all major deliverables such as strategic briefs, function specs and tech specs, to ensure they adhere to quality standards and client expectations are met.

Works closely with the project team, in order to maintain a continuous knowledge of project status and ensure that all process and procedures are completed in a timely manner.

Address any potential issues and/or opportunities within or related to the project and provides regular updates to the Director on account activity and status.

Performs basic research tasks as it relates to a client’s needs. Reviews and revises strategy as needed to ensure execution is in line with client needs.

Provides regular two-way communication between the client and the project team, to provide strong team representation and set proper client expectations.

Conducts 12-month planning for all accounts to ensure adequate resources are available to meet client needs and expectations.
Actively investigates opportunities for account growth and new account business and communicates with the Director of Brand Marketing regarding these opportunities.

May involve travel and attendance at after hours functions to assist in public relations activities for clients.

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. Manages client communications, conflict resolution, and compliance on client deliverables and revenue.
2. Makes recommendations concerning communication vehicles, messages, and tactical approaches to initiatives.
3. Builds relationships with clients to encourage additional and necessary brand building, marketing and communications opportunities.
4. Defines and develops measurement models for project success.
5. Identifies and pursues opportunities for account growth and new business.
6. Recognizes local, regional and national news-worthy stories.

**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, Business, Marketing, Psychology, Design, or a related field.
AND

**Experience:**
Three (3) 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.

**Licensure:**
A valid driver’s license.

**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 EOEA/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.*