Public Relations Assistant

**Definition of Class**
The incumbent in this position provides support to Public Relations department within University Communications to meet communications objectives. Incumbent provides assistance in one or more of the following areas; maintaining partner relationships, creating and developing deliverables, communication vehicles, and messages. This position reports to the Associate Director of Public Relations.

**Examples of Work Performed**
Assists in the maintenance and monitoring of Vocus, Radian6, and TVEyes clips.

Provides support for hometown strategy, particularly in terms of tracking success and clips.

Assists with overall partner relationships between University Communications and all departments across campus.

Addresses any potential issues and/or opportunities related to projects and provides regular updates to the Associate Director on project activity and status.

Assists in creating content for a variety of communication platforms, including but not limited to print publications, press releases, brochures, social media, posters, campus campaigns, and videos.

Works closely with department leadership in order to maintain a continuous knowledge of project status and ensure that all processes and procedures are completed in a timely manner.

Becomes informed of and stays abreast of best-practice methods and ideas across various mediums, communication vehicles, messages, and tactical approaches to initiatives.

Conducts basic research tasks as it relates to departmental needs.

May involve travel and attendance at after-hours functions to assist in the 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. Provides support to Public Relations department in creating and developing deliverables, communication vehicles, content and messages.

2. Assists with overall partner relationships between University Communications and all departments across campus.
3. Assists in identifying and pursuing media opportunities.

**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, or a related field.

  AND

- **Experience:**
  Six (6) months experience related to the above described duties.

**Substitution Statement:**

Related education and related experience may be substituted on a basis set forth 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

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