

Dir Marketing
Role: Dir Marketing

Note for Current UM Employees

The University of Mississippi

Job Class

Job Class: 131634
Rev: 12/21
Exempt

Definition of Class

This position directs and guides the marketing team. The incumbent develops and executes marketing strategies and plans, which may include the generation of digital marketing, website content, brochures/posters, online degree marketing strategies, and other forms of advertising. The incumbent exercises discretion and independent judgment.

Examples of Work Performed

- Directs the creative team to ensure the team operates in an effective and efficient manner.
- Provides direction, guidance and leadership to the marketing support staff, with a specific focus in areas such as digital marketing and online degree programs.
- Develops strategic communications by translating marketing goals and information of divisional units into strategic concepts, tone, rationale and messages.
- Collaborates with program managers/directors and campus leadership to research and generate digital marketing solutions.
- Develops strategies for website content in conjunction with divisional units and web developers.
- Communicates with creative and production teams to establish design concepts and costs for production of marketing materials.
- Conducts and evaluates market research to enhance effectiveness and develop strategies to serve market segments.
- Tracks, measures, and analyzes the performance of division marketing efforts.
- Collaborates with digital agencies and other vendors to maintain competitiveness and vet platforms for institutional use.
- Integrates appropriate elements of the Division of Outreach Equity in Action Plan into marketing strategies and unit operations.
- Leads the unified process of marketing/concept/design and execution.
- Collaborates with creative and production teams to establish design concepts and costs for the production of marketing materials
- Makes software purchase/update recommendations. Serves as an expert on the use of those products.
- Stays informed of best-practice positioning, design software, brand building and brand management.
- 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 direction, guidance and supervision to the marketing support staff to advance the division.
2. Develops strategic marketing plans with tactical solutions and public relations initiatives.
3. Collaborates with internal and external constituents to execute marketing solutions and maintain competitiveness.
4. Evaluates market research and develops strategies to enhance the effectiveness of programs, activities, and operations.

Minimum Education/Experience

Education:
Bachelor's Degree from an accredited four-year college or university in Marketing or a related field.

AND

Experience:
Four (4) 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.

**Competencies**

Acting as a Champion for Change
Managing Risk
Acting Decisively
Navigating Organizations
Pursuing Self-Development
Interacting with People at Different Levels
Assembling Talent

**Salary/Wage Information**

To learn more about our pay structure and view our salary ranges, [click here](#) to visit the Compensation page of our Human Resources website. This link is provided for general pay information. Hourly rate or salary may vary depending on qualifications, experience, and departmental budget. Note: Unclassified positions (faculty, executives, researchers and coaches) do not have established salary ranges.

**EEO Statement**

The University of Mississippi provides equal opportunity in any employment practice, education program, or education activity to all qualified persons. 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, pregnancy, sexual orientation, gender identity or expression, religion, citizenship, national origin, age, disability, veteran status, or genetic information.

**Background Check Statement**

The University of Mississippi is committed to providing a safe campus community. UM conducts background investigations for applicants being considered for employment. Background investigations include a criminal history record check, and when appropriate, a financial (credit) report or driving history check.