



POSITION NUMBER: 4326

**UNIVERSITY OF SOUTH ALABAMA  
HUMAN RESOURCES  
ANNOUNCEMENT OF VACANT POSITION**

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**TITLE:** Associate Director, Public Relations/MCI  
Regular/Full-time

Monday – Friday  
8:00 a.m. – 5:00 p.m.

**MINIMUM REQUIREMENTS:** Bachelor's degree in a public relations or a directly related field from an accredited institution as approved and accepted by the University of South Alabama and six years professional promotional/public relations experience. Experience in a higher education or medical environment is preferred.

**ESSENTIAL FUNCTIONS:** Supports the Mitchell Cancer Institute (MCI) by creating maximum public awareness and acceptance among all key constituencies for its clinical, research and outreach missions; creates and executes an ongoing and comprehensive marketing and public relations plan for the Mitchell Cancer Institute; coordinates press events and stimulates positive media relations and earned media coverage in all appropriate (local, regional, national) venues for clinical and research programs; plans, develops and purchases all print and electronic advertising; develops all promotional materials, including newsletters, brochures, staff recruiting pieces, informational packets, and maintains graphic standards for MCI; assists with issues/crisis management for MCI to include preservation of patient confidentiality; seeks out public speaking engagements for the MCI staff; sets up technical equipment needed for speaking engagements; supports the MCI's advocacy efforts of USA's governmental relations and development offices; develops appropriate promotional videos and other presentations; guides content of MCI website; develops and executes special events to promote MCI, including the Grand Opening ceremony for the facility; develops relationships with physicians and referral partners within the USA system and with other providers in the region; publicizes MCI's research and scientific agenda locally and nationally; develops and updates key contact and mailing lists; ability to work schedule as defined and overtime as necessary; regular and prompt attendance.

Related duties as required.

Qualified applicants may apply in person Monday-Friday, 8:00 a.m. – 5:00 p.m. in the office of Human Resources or complete the electronic employment application forms as per the on-line Application Process instructions and send them to:

Human Resources  
University of South Alabama  
USA Technology & Research Park Bldg III, Suite 2200  
307 University Blvd N.  
Mobile, Alabama 36688-0002  
[jobscampus@usouthal.edu](mailto:jobscampus@usouthal.edu)

**LOCATION:** Office of Public Relations  
Main Campus

**OPEN AS OF:** June 30, 2008

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AN EQUAL OPPORTUNITY / EQUAL ACCESS EMPLOYER