AUBURN
Human Resources

Assoc AD, War Eagle Creative

Job Description

JOB INFORMATION

Job Code	BA92
Job Description Title	Assoc AD, War Eagle Creative
Pay Grade	AT09
Range Minimum	$71,320
33rd %	$90,330
Range Midpoint	$99,840
67th %	$109,350
Range Maximum	$128,370
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	4/17/2023

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Video Productions

JOB SUMMARY

Reporting to the Senior Associate Athletics Director of Fan Experience & Creative, the Associate Athletics Director (AD) of War Eagle Creative manages the daily operations of the four units falling within the War Eagle Creative team including Creative Video, Creative Design, Photography, and SportSpecific Creative units.

RESPONSIBILITIES

- Manages and supervises the daily operations and employees of the War Eagle Creative team including Creative Video, Creative Design, Photography, and Sport-Specific Creative units.
- Leads the daily activities of the War Eagle Creative team and assumes responsibility for all facets of the team's operations, including fostering innovation and upholding the team's status as a leader in creative production. Devises a framework to optimize content production while ensuring that production and design quality standards are maintained at a high level. Implements processes and systems to meet the video, photo, and design needs of Auburn's athletic programs and coaches, with a focus on delivering excellent service.
- Works in partnership with the Senior Associate AD, Fan Experience & Creative to execute the vision of the unit, as well as the overall external affairs vision. Serves as a part of the External Leadership Team, collaborating with other department heads to optimize revenue, enhance the game experience, maintain coherence in public relations messaging, and position Auburn as an industry leader in all areas of External Affairs.
- Exhibits a culture of collaboration between War Eagle Productions, War Eagle Creative, and Fan Experience units to maximize the experience for student-athletes, fans, alumni, and students.
- Provides support to War Eagle Productions and Fan Experience and Community Relations units to achieve maximum output of high-level productions and engagement.
- Assists the Fan Experience unit in maximizing game promotion to drive record crowds, while maximizing the in-venue experience to keep fans coming back. Provides support to the Strategic Communications team to ensure consistency in messaging across departments while strengthening the brand of student-athletes, Auburn Athletics, and Auburn University.
- Assists the Marketing and Revenue Generation team in developing and growing opportunities for revenue generation associated with game day experience and other events. Assists in creating strategies to enhance the in-venue experience and elevate the Auburn brand. Assists in identifying possibilities for community engagement and outreach while also playing a role in optimizing the student experience.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Supervises others with full supervisory responsibility.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Marketing, Sports Management, Communications, Public Relations, Graphic Design, or related field. Master's Degree in Marketing, Creative, Branding, or related field is desired.		7 years of	Experience in branding, creative, design, marketing, game experience, or related. Experience in social or digital media operations, branding, marketing, or managing game experience with progressively increasing levels of responsibility and accountability. Requires 1 year of experience supervising, leading, or mentoring full time employees. Experience in a higher education or professional sport setting is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of graphic design fundamentals, marketing strategies, and visual communication principles.	
Knowledge of graphic design software.	
Knowledge of effective digital and social communication to elevate an athletics brand, generate revenue, and assist in recruiting.	
Knowledge of various marketing and communication theories, concepts, techniques, and strategies.	
Must have a clear understanding of Auburn's Brand (including messaging, traditions, audience, etc.).	
Attention to detail and the ability to prioritize and execute multiple projects under demanding deadline.	
Ability to work well with a broad range of clients in order to identify and meet specific audience and client requirements.	
Ability to develop and execute strategic marketing plans.	
Ability to manage budgets and timelines effectively for both scheduled projects and urgent requests.	
Ability to quickly pivot as strategic direction changes.	
Willingness to accept feedback and criticism.	
Strong interpersonal skills and desire to work effectively with campus clients and other designers.	
Excellent creative thinking skills; adaptability to new technology or communication avenues.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting			X			
Lifting			X			
Climbing			X			
Stooping/ Kneeling/ Crouching			X			
Reaching			X			
Talking			X			
Hearing			X			
Repetitive Motions			X			
Eye/Hand/Foot Coordination			X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically.