AUBURN
Human Resources

Dir, Athletic Creative Video

Job Description

JOB INFORMATION

Job Code	BA94
Job Description Title	Dir, Athletic Creative Video
Pay Grade	AT07
Range Minimum	$55,920
33rd %	$68,970
Range Midpoint	$75,490
67th %	$82,020
Range Maximum	$95,070
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	8/15/2025 11:35:34 AM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Video Productions

JOB SUMMARY

The Director of Creative Video is a key member of the War Eagle Creative Video team, responsible for producing high-level video content for their assigned sport(s) while managing the department's student intern and graduate assistant program. This position is ideal for a creative storyteller who thrives in a fast-paced athletic environment and demonstrates a passion for leadership development and mentorship of new talent. The director will contribute directly to Auburn's visual identity through compelling video work and will support the department through structured oversight of student contributors and additional leadership responsibilities.

RESPONSIBILITIES

- Serves as the primary video content creator for one assigned sport, producing year-round content for recruiting, social media, in-venue displays, and fan engagement.
- Develops and executes a creative strategy in collaboration with the Fan Experience, Communications, and Digital Marketing teams.
- Leads the recruitment, scheduling, and oversight of undergraduate interns and graduate assistants within the creative video program.
- Provides hands-on mentorship and feedback to student creatives, supporting their growth in production and storytelling.
- Oversees student project assignments, ensuring timely delivery and adherence to departmental standards.
- Collaborates with and situationally leads full-time staff on multi-sport or department-wide initiatives requiring additional creative support.
- Assists the Assistant AD of Creative Video in ensuring all video content adheres to Auburn Athletics’ brand identity and production values.
- Maintains awareness of emerging trends in creative video, social media, and digital storytelling to inform and evolve content strategies.
- Assists in managing department organization of equipment, file storage, and media asset workflows.
- Acts as the primary liaison between War Eagle Creative Video and War Eagle Productions (WEP), ensuring alignment on resources, timelines, and shared creative priorities.
- 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	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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	No specific discipline. Degree in Communications, Radio Television and Film, Broadcast Journalism, Engineering, or related field is desired.		5 years of	Experience in television or video production services, preferably related to a sports program.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Proficiency in video editing and post-production, with expert-level skill in Adobe Premiere Pro and working familiarity with After Effects, Photoshop, and related Creative Cloud applications.	
Demonstrated experience in camera operation, including mirrorless/cinema cameras, with foundational knowledge of lighting, audio, and composition principles.	
Strong visual storytelling ability with an understanding of pacing, mood, and narrative structure in sports-specific content.	
Prior experience producing video content in a collegiate or professional athletics environment, with familiarity in both team brand-building and recruiting media.	
Ability to manage multiple projects simultaneously while meeting tight deadlines in a fast-paced, team-oriented environment.	
Understanding of social media platforms and content strategy, particularly related to short-form video and audience engagement.	
Experience working in cross-functional creative teams, including positive collaboration with communications, marketing, and live production units.	
Strong organizational and time-management skills, with attention to detail in asset management, workflow, and content delivery.	

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		

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Walking				X		
Sitting					X	
Lifting			X			Up to 25 pounds
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.