AUBURN
Human Resources

Asst AD, Athletics Creative Video

Job Description

JOB INFORMATION

Job Code	BB14
Job Description Title	Asst AD, Athletics Creative Video
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:	8/1/2024 12:11:40 PM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Video Productions

JOB SUMMARY

Reporting to the Associate Athletics Director (AD) of War Eagle Creative, the Assistant AD of Athletics Creative Video creates preeminent experiences for Auburn student-athletes, fans, students, and alumni by leading the Creative Video unit. Responsible for the development and production of creative concepts, motion graphic and video standards, video elements, and motion graphic elements for use on videoboards, social media, and marketing and advertising campaigns, all while shaping and following the Auburn Athletics brand standards. Directs and supervises the Creative Video department personnel.

RESPONSIBILITIES

- Directs the Creative Video department within War Eagle Creative, overseeing daily operations and personnel management. Responsible for overseeing project assignments and management, monitoring deadlines, and ensuring timely and informative communication and collaboration with partners across the Athletic Department.
- Leads the creative direction of work produced by the Creative Video department and ensures it is in alignment with the overarching vision of War Eagle Creative. Responsible for the development and production of the overall look, innovative concepts, creative themes, motion graphic and video standards, video elements, and motion graphic elements to be utilized on videoboards, social media, and marketing and advertising campaigns.
- Upholds the team's status as a leader in creative production, ensuring the Creative Video department maintains a cohesive visual identity and consistently produces high-quality creative content.
- Collaborates with the Associate AD of War Eagle Creative to establish the overarching creative vision for Auburn Athletics.
- Conceptualizes, produces, and oversees all Creative Video asset shoots and intro shoots and partners with other units within War Eagle Creative on overall asset shoot planning and execution.
- Works in partnership with the War Eagle Productions, Fan Experience, and Auburn Sports Properties units to achieve maximum output of high-quality productions, overseeing and leading the creative development, execution, and quality control of all video and motion graphic elements related to game production, in-venue experience, and sponsorships sold through Auburn Sports Properties.
- 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	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

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.	and	6 years of	Experience in social or digital media operations with a focus on branding, graphic design, creative design, marketing, and/or managing game experiences. Experience in a higher education or professional sport setting is desired.	
Master's Degree	Degree in Marketing, Creative, Branding, or related is desired.				

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of live video and post-production procedures and various communications mediums.	
Working knowledge of all departments within War Eagle Creative and War Eagle Productions including Broadcast & Media Systems, Live Operations, and Creative/Post-production.	
Must have a clear understanding of Auburn's Brand (including messaging, traditions, audience, etc.).	
Ability to develop and execute strategic marketing plans.	
Ability to communicate positively and effectively, verbally and in writing.	
Proven ability to build and sustain positive, credible working relationships with staff and internal clients.	
Ability to handle multiple tasks and shift priorities.	
Ability to read and comprehend complicated procedures and processes, negotiate technical assistance, and establish schedules.	
Basic math knowledge for budgeting.	

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				
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.

Travel Requirements:

Domestic