AUBURN
Human Resources

# Asst AD, Live Operations Programming

Job Description

## JOB INFORMATION

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|---|---|
| Job Code | BB54 |
| Job Description Title | Asst AD, Live Operations Programming |
| 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: | 7/8/2024 9:13:41 AM |

## JOB FAMILY AND FUNCTION

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| Job Family: | Athletics |
| Job Function: | Athletics Video Productions |

## JOB SUMMARY

The Assistant Athletics Director (AD), Live Operations and Programming oversees, coordinates, and executes the athletics department's live productions operations, which include the scheduling of digital shows based on available inventory, serving as the production point of contact for Entertainment and Sports Programming Network (ESPN) and Southeastern Conference (SEC) Network, and ensuring the department's overall product meets industry standards. Live productions include both in-venue and remote location video board shows, as well as digital and linear broadcasts that originate out of the athletics department control rooms.

## RESPONSIBILITIES

- Serves as the production point of contact between ESPN, SEC Network, and Auburn Athletics.
- Ensures all broadcast and quality standards set by Auburn University, the SEC, and external stakeholders are maintained.
- Selects from available broadcast inventory and decides the broadcast level of coverage (i.e. digital, pass-through, etc.) for the selected event, and communicates decisions with ESPN.
- Collaborates with University administration and staff on the selection of pass-through broadcasts outside of War Eagle Productions control rooms. Partners with the School of Communication and Journalism to for yearly planning and sports broadcasting events selection.
- Collaborates with third-party vendors and clients, external entities (ESPN), and multiple Auburn Athletics departments that include but are not limited to ticketing, media relations, and event management to ensure all operational needs for broadcasts and video board shows are met.
- Supervises and manages employees within "WEP Live", which includes full-time, part-time, temporary employees, and professional service contractors as it relates to on-air personalities. Collaborates with other live operations full-time staff in the scheduling of employees for live productions.
- Recruits, develops, and mentors students, temporary employees, professional service contractors, and full-time employees. This includes on-air announcers, employees who work in control rooms, and employees who work on-site in venues.
- Oversees the development and operations of the War Eagle Productions Internship Program. Works in conjunction with the School of Communications and Journalism to evaluate and select prospective students who would be an appropriate fit for the WEP Internship Program.
- Assists with the management and oversight of the WEP budget, including professional service contracts, and student, and TES salaries.

## RESPONSIBILITIES

- On event day, is responsible for and oversees all operations of an SEC digital production, and is the point of contact for all coordination between external broadcast networks and War Eagle Productions. In charge of all communication and operation of game day broadcasting events.
- Establishes and updates employee operational guidelines. This includes but is not limited to safety standards, dress code, timeliness, best practices, etc.
- 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

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| 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 | In Communications, RTVF (Radio, Television, Film), Broadcast Journalism, Media Studies, or related field. | and | 6 years of | Experience in television or video production services including supervising staff and coordinating multiple aspects of a live production for athletic events. | |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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| Working knowledge of a broadcast control room, such as live graphics programs, replay machines, and switchers. | |
| Operational standards and best practices for TV broadcasts and in-venue video board shows. | |
| Strong communication and organizational skills. | |
| Ability to work in stressful environments. | |
| Ability to adapt to constantly changing demands. | |

## MINIMUM LICENSES & CERTIFICATIONS

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

## PHYSICAL DEMANDS & WORKING CONDITIONS

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| 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.