AUBURN
Human Resources

Live Events Director

Job Description

JOB INFORMATION

Job Code	BB58
Job Description Title	Live Events Director
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:	8/10/2026 9:32:09 AM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Video Productions

JOB SUMMARY

The Live Events Director coordinates, supervises, and executes multiple aspects of a live production (digital and linear events) for athletic sporting events, which includes the execution of creative, administrative, and operational sides of a live event or broadcast. Live Productions include live digital broadcasts and in-house video board live productions

RESPONSIBILITIES

- As event-day network director, manages the control room and venue staff. Ensures that the overall look and feel of the show meets all broadcast standards set by Auburn University, the SEC, and external stakeholders. Collaborates with but is not limited to the following positions during a show: producer, technical director, camera operators, graphics producer, replay operators and engineering staff.
- As event-day video board director, coordinates and executes event-based elements and sponsorships on the sport-specific video boards and concourse TVs in Auburn Arena and Jordan-Hare Stadium.
- Coordinates with event producer, announcers and graphics producers on the storylines and determines execution leading up to assigned network digital shows.
- Coordinates with multiple Auburn Athletics departments and Auburn Sports Properties to fulfill all sponsorship, marketing and promotional needs in days leading up to assigned video board shows.
- Manages specific aspects of production of live regular-season linear events in a collegiate setting according to required standards, protocols, and specifications. Functions in a variety of roles depending on skillset, schedule, and desired outcomes. Includes leading/supervision of staff in all aspects of production. Positions worked could include but are not limited to Producer, Director, Technical Director, AP, AD, Replay.
- Arranges staffing of War Eagle Productions staff with multiple Auburn Athletics departments and Auburn sports teams by scheduling times, arranging content, and staffing prospective student-athlete (PSA) recruiting events and select PSA official visits.
- Directs War Eagle Productions employees including full-time employees, temporary employees, and students during and leading up to events which include, but are not limited to, the following positions: technical director, camera operators, assistant directors, replay operators, and graphics producers. This includes direct instruction and feedback during shows as well as more detailed video reviews immediately after the event and during the week.
- Leads recruitment of students and temporary positions, including reviewing resumes and participating in interviews.
- Assists supervisor, engineering staff, and external stakeholders with planning (camera placements, technical requirements, staffing needs, etc.) of daily and one-off events.

RESPONSIBILITIES

- 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 supervise employees but supervision is not the main focus of the job.

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	3 years of	Experience in supervising staff and coordinating multiple aspects of a live production for athletic events to include execution of creative, administrative, and operational sides of a live event or broadcast.	

Substitutions Allowed for Education	Yes

Substitution allowed for Education: When a candidate has the required experience, but lacks the required education, they may normally apply additional relevant experience toward the education requirement, at a rate of two (2) years relevant experience per year of required education.

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of a broadcast control room, such as: broadcast standard camera assignments, video switchers, replay machines, etc.	
Knowledge of live video and post production procedures and various communications mediums.	
Knowledge of athletic media production, communication, and dissemination techniques and methods.	
Knowledge and ability to follow guidelines and policies set forth by SEC Network, Auburn University, and third party partners.	
Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.	
Ability to analyze information and evaluating results to choose the best solution and solve problems.	
Strong problem solving skills, conflict resolution, ability to adapt and collaborate, and interpersonal skills; ability to work well and collaborate effectively with and/or supervise others.	
Ability to work quickly, efficiently, and with adaptability under strict deadlines.	

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.