AUBURN
Human Resources

Dir, Ath New & Creative Media

Job Description

JOB INFORMATION

Job Code	BB67
Job Description Title	Dir, Ath New & Creative Media
Pay Grade	AT08
Range Minimum	$62,010
33rd %	$78,550
Range Midpoint	$86,820
67th %	$95,090
Range Maximum	$111,620
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	8/16/2023

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Video Productions

JOB SUMMARY

Under the director of the Associate Athletics Director of War Eagle Creative, the Director of Athletics New & Creative Media leads the content capture, production, and strategy surrounding revenue-generating creative video and feature content.

RESPONSIBILITIES

- Directs the revenue-generating post-production division within War Eagle Creative.
- Manages the daily operations of a subscription-based video platform, focused on providing unique and engaging content for the enjoyment of Auburn Athletics fans and driving revenue.
- Serves as the point of contact to outside companies as it relates to content licensing.
- Develops and leads content strategy, direction, and management for subscription-based content.
- Serves as a liaison to Auburn Sports Properties and the fulfillment of corporate sponsorships as it pertains to TV shows, including but not limited to, football and men's basketball.
- Manages interns and assigned full time employee(s) within War Eagle Creative.
- Produces and creates video content for the athletic department's various sports programs.
- Trains students and staff on the use of equipment and War Eagle Creative protocols, and assists in the management of post-production equipment.
- Manages media assets on the War Eagle Creative server.
- 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.
- 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 Communications, Radio Television and Film, Broadcast Journalism, Engineering, or related field.	and	5 years of	Experience in television or video production services, preferably related to a sports program. Requires 1 year of experience supervising, leading, or mentoring full-time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of live video and post production procedures and various communications mediums.	
Ability to communicate positively and effectively, verbally and in writing.	
Proven ability to build and sustain positive, credible working relationships staff and internal clients.	
Ability to handle multiple tasks and shifting priorities. Ability to read and comprehend complicated procedures and processes, to negotiate technical assistance and establish schedules.	
Strong knowledge of broadcast operations.	
Must demonstrate a belief in and a proven ability as a positive change agent.	
Comprehensive understanding of various pieces of broadcast equipment such as Video switchers, Clip Servers, Replay devices etc.	

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.