AUBURN
Human Resources

Dir, Long-Form Video Content

Job Description

JOB INFORMATION

Job Code	BB69
Job Description Title	Dir, Long-Form Video Content
Pay Grade	AT08
Range Minimum	$62,010
33rd %	$78,550
Range Midpoint	$86,820
67th %	$95,090
Range Maximum	$111,620
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	2/19/2024 4:34:57 PM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Video Productions

JOB SUMMARY

Responsible for managing and producing all aspects of long-form video content within the subscription-based video platform. Provides creative services related to video content strategy, documentaries, archival structure, analytics, and budgeting, ensuring high-quality, engaging, and timely content delivery.

RESPONSIBILITIES

- Directs and oversees all long-form video content within the subscription-based video platform and with War Eagle Creative. Assesses trends and audience preferences to continuously optimize content creation.
- Conceptualizes, directs, and produces sport coach shows and docuseries to enhance viewer engagement and provide unique insights into the sports programs.
- Shares in the daily supervision of the Director of New & Creative Media and associated team members, including project-based supervision of other members of the Sport and Story team. Provides daily oversight of other assigned team members within War Eagle Creative on a project-assigned-basis related to long-form video content and other similar related projects as directed by the Senior Associate AD, Fan Experience & Creative Strategy.
- Works in partnership with the Director of Athletics New & Creative Media on executing the vision and strategies of both the War Eagle Creative and subscription-based video platform.
- Shares in the daily supervision of the Director of Creative Video in leading the supervision of the Creative Video Internship program
- Manages and leads planning and maintenance of archival structure for all video content within War Eagle Creative.
- Maintains data and analytics related to all video-related content.
- Collaborates with the Senior Director of Athletic Video, Director of Athletic Video, and Senior Associate AD of Fan Experience & Creative Strategy to plan and manage a budget for creative video equipment and resources. Ensures efficient allocation of resources to support content creation needs. Provides leadership in all budget decisions related to long-form video content.
- 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	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	Degree in Marketing, Communications, Radio Television and Film, Broadcast Journalism, Public Relations, Graphic Design, Sports Management, Engineering, or related field.	and	5 years of	Experience in television or video production services, preferably related to a sports program.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of live video and post-production procedures and various communications mediums.	And
Ability to communicate positively and effectively, verbally and in writing.	And
Proven ability to build and sustain positive, credible working relationships with staff and internal clients.	And
Ability to handle multiple tasks and shifting priorities.	And
Ability to read and comprehend complicated procedures and processes, negotiate technical assistance, and establish schedules.	And
Must demonstrate a belief in and a proven ability as a positive change agent.	And
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:	Office and Administrative Support

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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 temperatures		X			
Hazards		X			
Wet and/or humid		X			
Noise			X		
Chemical		X			
Dusts		X			
Poor ventilation		X			

Vision Requirements:

Ability to see information in print and/or electronically and distinguish colors.

Travel Requirements:

None Required