AUBURN
Human Resources

Asst Dir, Media Production

Job Description

JOB INFORMATION

Job Code	OC11
Job Description Title	Asst Dir, Media Production
Pay Grade	MC13
Range Minimum	$82,730
33rd %	$104,790
Range Midpoint	$115,820
67th %	$126,850
Range Maximum	$148,910
Exemption Status	Exempt
Organizational use restricted to the following divisions	140 University Mkt & Strategic Comm
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JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Media Services

JOB SUMMARY

The Assistant Director, Media Production is responsible for providing operational oversight for Auburn University's multimedia communications, including video production, photography, and digital asset management in the Office of Communications and Marketing. This role supervises photographers and videographers to ensure multimedia content aligns with the university's mission, enhances brand visibility, and engages various audiences across platforms.

RESPONSIBILITIES

- Provides oversight to photographers and videographers to ensure the production of high quality multimedia content for university platforms, including web, social media, and digital signage.
- Leads and oversees the planning, production, editing, and delivery of high-quality video and photography content, including national brand campaign assets tailored for multiple channels, platforms and devices.
- Establishes and enforces editorial, technical, and workflow standards, ensuring all visual content aligns with university messaging, brand standards, copyright laws, and licensing and digital accessibility requirements.
- Develops and implements a comprehensive multimedia strategy, incorporating emerging technologies and innovative approaches to enhance visual storytelling.
- Strong knowledge of multimedia production tools and platforms, including Adobe Creative Suite, Final Cut Pro (or equivalent), digital asset management systems and web content platforms.
- Provides consultation, training and best-practice guidance while effectively collaborating with diverse stakeholders across colleges, units and senior administration.
- Oversees multimedia equipment, software, and digital asset management systems.
- Participates in campus committees and working groups to ensure multimedia services align with broader communications and marketing initiatives.
- Manages contracts and vendor relationships related to multimedia production and services.
- Leads the development of annual budget forecasts to support strategic planning and resource management.
- Proven ability to exercise emotional intelligence, discretion, and sound judgment in managing sensitive matters and relationships.
- Provides strategic leadership and longterm planning for the university’s multimedia ecosystem, including staffing, resource allocation, workflow optimization, and alignment with institutional priorities and the university’s strategic plan.

RESPONSIBILITIES

- Serves as the primary advisor to senior leadership on multimedia strategy, offering expert counsel on emerging trends, audience insights, and opportunities to elevate the university's visibility through innovative visual communication.

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	no specific discipline	and	6 years of	experience in video production photography, and/or digital content for various audiences. Experience leading high-performing creative teams within a university or similar complex environment is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Strong knowledge of multimedia production, including video, audio and photography.	
Knowledge of and commitment to maintaining and following digital accessibility standards.	
Knowledge of digital asset management systems and multimedia workflows.	
Ability to supervise, develop and challenge creative groups of videographers and photographers.	
Proven ability to exercise emotional intelligence, discretion and sound judgment in managing sensitive matters and relationships.	
Ability to comply with copyright laws and licensing requirements.	
Ability to communicate and work with diverse stakeholder groups from the colleges, units and senior administration.	

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				10 lbs
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.