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## Auburn University Job Description

Job Title: **Sr Dir, Athletics Creative Video**

Grade AT08 \$55,800 - \$100,400

Job Code: **BB36**

FLSA status: Exempt

Job Family: Athletics

Job Function:

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### Job Summary

Reporting to the Associate Athletics Director (AD) of War Eagle Creative, the Senior Director of Creative Video creates preeminent experiences for Auburn student-athletes, fans, students, and alumni by overseeing the creative video unit. Responsible for the development and production of creative themes, motion graphic brand standards, video elements, and motion graphic elements, for use on videoboards, social media, and marketing and advertising campaigns, all while shaping and following the athletics department's brand standards. Manages and supervises the creative video department personnel.

### Essential Functions

1. Provides leadership for the Creative Video department within War Eagle Creative, overseeing the overall look, branding, and personnel management. Ensures the department maintains a cohesive visual identity and consistently produces high-quality creative content.
2. Develops and produce innovative concepts and creative themes, motion graphic brand standards, video elements, and motion graphic elements to be utilized in video boards, social media platforms, marketing campaigns, and advertising efforts, all while shaping and following the athletics department's brand standards.
3. Collaborates with the Associate AD of War Eagle Creative to establish the overarching creative vision for Auburn Athletics.
4. Envisions, produces, and oversees all creative video asset shoots and intro shoots within War Eagle Productions.
5. Oversees and leads the execution, creative development, and quality control of all video and motion-graphic-related sponsorships sold through Auburn Sports Properties.
6. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
7. Performs other related duties as assigned.

### Supervisory Responsibility

Supervises others with full supervisory responsibility.

*The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.*

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### Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
<b>Education</b>	Bachelor's Degree	Degree in Film, Creative Design, Branding, Sports Management, or related field. A Master's degree in Sports Administration, Creative Design, Graphic Design, or Filmography is desired.
<b>Experience (yrs.)</b>	5	Experience in video production to include one or more of the following: branding, creative, design, and marketing. Requires 1 year of experience supervising, leading, or mentoring full-time employees. Experience in a higher education or professional sport setting is desired.

#### **Substitutions allowed for Education:**

Indicated education is required; no substitutions allowed.

#### **Substitutions allowed for Experience:**

Indicated experience is required; no substitutions allowed.

#### **Minimum Required Knowledge**

Working knowledge of all departments within War Eagle Creative and War Eagle Productions including Broadcast & Media Systems, Live Operations, and Creative/Post-production. Must have a clear understanding of Auburn's Brand (including messaging, traditions, audience, etc.). Ability to develop and execute strategic marketing plans. Basic math knowledge for budgeting. 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 with staff and internal clients. Ability to handle multiple tasks and shift priorities. Ability to read and comprehend complicated procedures and processes, negotiate technical assistance, and establish schedules.

#### **Certification or Licensure Requirements**

None Required.

#### **Pre-Employment Screening Requirements**

None Required.

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### **Physical Requirements/ADA**

Regularly involves lifting, bending or other physical exertion. Often exposed to one or more elements such as heat, cold, noise, dust, dirt, chemicals, etc., with one often to the point of being objectionable. Injuries may require professional treatment.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires standing, walking, sitting, reaching, stooping/kneeling/crouching/crawling, talking, hearing, handling objects with hands, and lifting up to 50 pounds.

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## **Auburn University Job Description**

Job occasionally requires climbing or balancing, and lifting up to 100 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 6/20/2023

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