
Auburn University Job Description

Job Title: **Dir, Athletics New & Creative Media** Grade AT08 \$55,800 - \$100,400
Job Code: **BB67**
FLSA status: Exempt
Job Family: Athletics
Job Function: 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.

Essential Functions

1. Directs the revenue-generating post-production division within War Eagle Creative.
2. 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.
3. Serves as the point of contact to outside companies as it relates to content licensing.
4. Develops and leads content strategy, direction, and management for subscription-based content.
5. 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.
6. Manages interns and assigned full time employee(s) within War Eagle Creative.
7. Produces and creates video content for the athletic department's various sports programs.
8. Trains students and staff on the use of equipment and War Eagle Creative protocols, and assists in the management of post-production equipment.
9. Manages media assets on the War Eagle Creative server.
10. 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.
11. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

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.

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> |
|--------------------------|-------------------|--|
| Education | Bachelor's Degree | Degree in Communications, Radio Television and Film, Broadcast Journalism, Engineering, or related field. |
| Experience (yrs.) | 5 | 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. |

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

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.

Certification or Licensure Requirements

None required.

Pre-Employment Screening Requirements

None required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires standing, walking, sitting, talking, hearing, .

Job occasionally requires .

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

Date: 8/16/2023
