

## JOB INFORMATION

|                                                          |                                        |
|----------------------------------------------------------|----------------------------------------|
| Job Code                                                 | BA63                                   |
| Job Description Title                                    | Assoc AD, War Eagle Productions        |
| Pay Grade                                                | AT11                                   |
| Range Minimum                                            | \$95,060                               |
| 33rd %                                                   | \$123,580                              |
| Range Midpoint                                           | \$137,840                              |
| 67th %                                                   | \$152,100                              |
| Range Maximum                                            | \$180,620                              |
| Exemption Status                                         | Exempt                                 |
| Organizational use restricted to the following divisions | 130 Director Intercollegiate Athletics |
| Approved Date:                                           | 9/4/2024 10:14:11 AM                   |

## JOB FAMILY AND FUNCTION

|               |                             |
|---------------|-----------------------------|
| Job Family:   | Athletics                   |
| Job Function: | Athletics Video Productions |

## JOB SUMMARY

Reporting to the Senior Associate Athletics Director of Fan Experience & Creative, the Associate Athletics Director (AD) of War Eagle Productions oversees the overall operations of the three units within the War Eagle Productions team which includes Live Broadcast, Videoboard Operations, and Broadcast & Network Systems.

## RESPONSIBILITIES

- Oversees the overall operations of the three units within the War Eagle Productions team, including Live Broadcast, Videoboard Operations, and Broadcast & Network Systems. Live Broadcasts include SEC Network broadcasts and other various live operations within the War Eagle Productions control room. Videoboard Operations include the operations of video boards within Jordan-Hare Stadium, Neville Arena, Plainsman Park, Auburn Soccer Complex, Jane B. Moore Field, James E. Martin Aquatic Center, and Auburn University Equestrian Center. Broadcast & Network Systems includes a team of broadcast engineers who manage broadcast equipment and hardware within a broadcast control room.
- Oversees external partnerships and contract management within technology partnerships utilized by Auburn Athletics which include Auburn audiovisual (AV) and Daktronics.
- Leads the daily activities of the War Eagle Productions team and assumes responsibility for all facets of the team's operations, including fostering innovation and upholding the team's status as a leader in live production.
- Exhibits a culture of collaboration between War Eagle Creative, Fan Experience, and War Eagle Productions units to maximize the experience for student-athletes, fans, alumni, and students.
- Establishes, cultivates, manages, and maintains effective working relationships with ESPN/SEC Network, Auburn Sports Properties, and other departments both outside of and within Athletics, which includes campus partnerships.
- Oversees and manages the annual operations budget within War Eagle Productions. Responsible for forecasted spending and management of deferred maintenance.
- Oversees revenue generation and revenue streams that fall within War Eagle Productions' purview.
- Oversees all HR responsibilities within War Eagle Productions, which includes payroll, creation of job descriptions, hirings, and the onboarding and offboarding of full-time and part-time employees.
- Develops and implements strategies for War Eagle Productions' role within the external landscape of Auburn Athletics
- Manages and oversees the creation, deployment, and updates to the WEP organizational structure, policies, and procedures.

## RESPONSIBILITIES

- 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 Supervises others with full supervisory responsibility.

## 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 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 | 7 years of          | Experience in multimedia or video production services, preferably in an athletic setting. |  |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

|                                                                                                                                                                                                |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Knowledge of live video and post production procedures and various communications mediums.                                                                                                     |  |
| Knowledge of a broadcast control room, such as: broadcast standard camera assignments, video switchers, replay machines, etc.                                                                  |  |
| Strong problem solving skills, conflict resolution, ability to adapt and collaborate, and interpersonal skills; ability to work well and collaborate effectively with and/or supervise others. |  |

## 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            |            |            |        |

PHYSICAL DEMANDS

| Physical Demand            | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|----------------------------|-------|--------|--------------|------------|------------|--------|
| 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.