

## 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 |
| Approved Date:                                           | 3/20/2026 2:05:53 PM                |

## 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

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> <li>Develops and implements a comprehensive multimedia strategy, incorporating emerging technologies and innovative approaches to enhance visual storytelling.</li> <li>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.</li> <li>Provides consultation, training and best-practice guidance while effectively collaborating with diverse stakeholders across colleges, units and senior administration.</li> <li>Oversees multimedia equipment, software, and digital asset management systems.</li> <li>Participates in campus committees and working groups to ensure multimedia services align with broader communications and marketing initiatives.</li> <li>Manages contracts and vendor relationships related to multimedia production and services.</li> <li>Leads the development of annual budget forecasts to support strategic planning and resource management.</li> <li>Proven ability to exercise emotional intelligence, discretion, and sound judgment in managing sensitive matters and relationships.</li> <li>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.</li> </ul> |
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## 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 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.