
Auburn University Job Description

Job Title: **Assoc AD, War Eagle Creative**

Job Family: No Family

Job Code: **BA92**

Grade AT09: \$64,100 - \$115,400

FLSA status: Exempt

Job Summary

Reporting to the Senior Associate Athletics Director of Fan Experience & Creative, the Associate Athletics Director (AD) of War Eagle Creative manages the daily operations of the four units falling within the War Eagle Creative team to include Creative Video, Creative Design, Photography, and Sport-Specific Creative units.

Essential Functions

1. Manages and supervises the daily operations and employees of the War Eagle Creative team to include Creative Video, Creative Design, Photography, and Sport-Specific Creative units.
2. Leads the daily activities of the War Eagle Creative 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 creative production. Devises a framework to optimize content production while ensuring that production and design quality standards are maintained at a high level. Implements processes and systems to meet the video, photo, and design needs of Auburn's athletic programs and coaches, with a focus on delivering excellent service.
3. Works in partnership with the Senior Associate AD, Fan Experience & Creative to execute the vision of the unit, as well as the overall external affairs vision. Serves as a part of the External Leadership Team, collaborating with other department heads to optimize revenue, enhance the game experience, maintain coherence in public relations messaging, and position Auburn as an industry leader in all areas of External Affairs.
4. 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.
5. Assists the Fan Experience unit in maximizing game promotion to drive record crowds, while maximizing the in-venue experience to keep fans coming back. Provides support to the Strategic Communications team to ensure consistency in messaging across departments while strengthening the brand of student athletes, Auburn Athletics, and Auburn University.
6. Assists the Marketing and Revenue Generation team in developing and growing opportunities for revenue generation associated with game day experience and other events. Assists in creating strategies to enhance the in-venue experience and elevate the Auburn brand. Assists in identifying possibilities for community engagement and outreach while also playing a role in optimizing the student experience.
7. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
8. Performs other related duties as assigned.

Supervisory Responsibility

Supervises others with full supervisory responsibility.

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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	Four-year college degree	Degree in Marketing, Sports Management, Communications, Public Relations, Graphic Design, or related field. Master's Degree in Marketing, Creative, Branding, or related field is desired.
Experience (yrs.)	7	Experience in branding, creative, design, marketing, game experience, or related. Experience in social or digital media operations, branding, marketing, or managing game experience with progressively increasing levels of responsibility and accountability. 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

Knowledge of graphic design fundamentals, marketing strategies, and visual communication principles. Knowledge of graphic design software. Knowledge of effective digital and social communication to elevate an athletics brand, generate revenue, and assist in recruiting. Knowledge of various marketing and communication theories, concepts, techniques, and strategies. Must have a clear understanding of Auburn's Brand (including messaging, traditions, audience, etc.). Attention to detail and the ability to prioritize and execute multiple projects under demanding deadline. Ability to work well with a broad range of clients in order to identify and meet specific audience and client requirements. Ability to develop and execute strategic marketing plans. Ability to manage budgets and timelines effectively for both scheduled projects and urgent requests. Ability to quickly pivot as strategic direction changes. Willingness to accept feedback and criticism. Strong interpersonal skills and desire to work effectively with campus clients and other designers. Excellent creative thinking skills; adaptability to new technology or communication avenues.

Certification or Licensure Requirements

None required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

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

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interactions involving emotional issues or stress on a regular basis.

Job frequently requires .

Job occasionally requires .

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

Date: 4/17/2023
