
Auburn University Job Description

Job Title: **Live Events Director**

Job Family: No Family

Job Code: **BB58**

Grade AT06 \$45,400 - \$72,600

FLSA status: Exempt

Job Summary

Reporting to the Senior Producer Live Operations, the Live Events Director coordinates, supervises, and executes multiple aspects of a live production for athletic sporting events, which includes the execution of creative, administrative, and operational sides of a live event or broadcast. Live Productions include live digital broadcasts, and in-house video board live productions.

Essential Functions

1. As event-day network director, manages the control room and venue staff. Ensures that the overall look and feel of the show meets all broadcast standards set by Auburn University, the SEC and external stakeholders. Collaborates with, but is not limited to the following positions during a show: producer, technical director, camera operators, graphics producer, replay operators and engineering staff.
2. As event-day video board director, coordinates and executes event-based elements and sponsorships on the sport-specific video boards and concourse TVs in Auburn Arena and Jordan-Hare Stadium.
3. Coordinates with event producer, announcers and graphics producers on the storylines and determines execution leading up to assigned network digital shows.
4. Coordinates with multiple Auburn Athletics departments and Auburn Sports Properties to fulfill all sponsorship, marketing and promotional needs in days leading up to assigned video board shows.
5. Arranges staffing of War Eagle Productions staff with multiple Auburn Athletics departments and Auburn sports teams by scheduling times, arranging content, and staffing prospective student-athlete (PSA) recruiting events and select PSA official visits.
6. Directs War Eagle Productions employees including full time employees, temporary employees, and students during and leading up to events which include, but are not limited to, the following positions: technical director, camera operators, assistant directors, replay operators and graphics producers. This includes direct instruction and feedback during shows as well as more detailed video reviews after both immediately after the event and during the week.
7. Leads recruitment of students and temporary positions including reviewing resumes and participating in interviews.
8. Assists supervisor, engineering staff and external stakeholders with planning (camera placements, technical requirements, staffing needs, etc.) of daily and one-off events.
9. Performs other duties as needed on event days, i.e. camera operator, technical director, etc.
10. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

Supervisory Responsibility

May supervise employees but supervision is not the main focus of the job.

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

Auburn University Job Description

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.



Auburn University Job Description

Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Communications, RTVF (Radio, Television, Film), Broadcast Journalism, Media Studies, or related field.
Experience (yrs.)	3	Experience in supervising staff and coordinating multiple aspects of a live production for athletic events to include execution of creative, administrative, and operational sides of a live event or broadcast.

Substitutions allowed for Education:

When a candidate has the required experience, but lacks the required education, they may normally apply additional relevant experience toward the education requirement, at a rate of two (2) years relevant experience per year of required education.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Knowledge of a broadcast control room, such as: broadcast standard camera assignments, video switchers, replay machines, etc. Knowledge of live video and post production procedures and various communications mediums. Knowledge of athletic media production, communication, and dissemination techniques and methods. Knowledge and ability to follow guidelines and policies set forth by SEC Network, Auburn University, and third party partners. Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems. Ability to analyze information and evaluating results to choose the best solution and solve problems. 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. Ability to work quickly, efficiently, and with adaptability under strict deadlines.

Certification or Licensure 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.

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 sitting, talking, hearing, handling objects with hands, and lifting up to 10 pounds.

Job occasionally requires standing, walking, reaching, and lifting up to 100 pounds.

Auburn University Job Description

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

Date: 2/3/2022

