JOB DESCRIPTION

Associate Athletic Director for Sports Production & Creative Services

Definition of Class
This is a supervisory position in which the incumbent directs the sports productions and creative team, conceives and develops original concepts for all forms of media, video, digital, print, outdoor, and radio. The incumbent will oversee broadcast standards and staffing for effective multi-media executions to present to executive staff. This position reports to the Senior Associate Athletic Director of Communications and Marketing.

Examples of Work Performed
Directs the sports production and creative team to conceive and develop original concepts for all media, video, digital, print, outdoor, and radio.

Determines the appropriate staff for each creative concept.
Communicates with coaches and other departments about concepts and production timelines.
Produces and edits video footage, and oversees the graphic design and multi-media team for non-video concepts.
Leads all production services for the SEC Network which includes live events, look-ins, and other multi-media pieces.
Ensures that productions meets all SEC Network standards.
Serves as the liaison to SEC Network production team.

Researches and stays current on the latest concept trends and practices in communications in any medium.

Supervises subordinate staff on projects from inception to completion.
Sets parameters for designs and concepts and visually proofs all pieces prior to presentation.

Creates and implements policies for the department.
Responsible for budgetary purchase and expenditures as well as maintaining a budget for the department.

Ensures maintenance of equipment.

Ensures all assigned tasks are in compliance with University, SEC Conference, and NCAA rules.

Performs similar or related duties as assigned or required.

Essential Functions
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.

1. Provides direction to the sports production and creative teams to conceive and develop original concepts.
2. Serves as the productions/broadcast liaison to the SEC Network.
3. Supervises and trains subordinate staff.
4. Manages purchases and expenditures as well as maintains a budget.
Minimum Qualifications
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to The University of Mississippi’s Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate’s ability to perform all essential functions of the position.

Physical Requirements: These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

Physical Exertion: The incumbent may be required to lift up to approximately 10 pounds.

Vision: Requirements of this job include close vision.

Speaking/Hearing: Ability to give and receive information through speaking and listening.

Motor Coordination: While performing the duties of this job, the incumbent is frequently required to sit. The incumbent is periodically required to talk and hear. The incumbent is occasionally required to stand; walk; and reach with hands and arms.

Experience/Educational Requirements:

Education:
Bachelor’s Degree from an accredited four-year college or university.

AND

Experience:
Five (5) years of experience related to the above described duties.

Substitution Statement:
Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

Interview Requirements
Any candidate who is called for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.

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