

**JOB DESCRIPTION**  
**Kansas Athletics, Inc.**

**Position:** Director of Football Creative Video  
**Unit/Sport:** Football  
**Reports to:** Associate Athletic Director of Creative and Branding  
**Appointment:** Full-Time  
**FLSA:** Exempt  
**Updated:** February 9, 2022

---

**Position Summary**

The Director of Football Creative Video is responsible for the creation and organization of original content for distribution on Kansas Football's social media platforms including video, photos, and more. Reporting directly to the Associate Athletic Director of Creative and Branding, this position works directly with administrators, coaches and student-athletes to promote and maintain a positive image for the Kansas Athletics football program.

**Responsibilities of all Positions at Kansas Athletics**

1. Adhere to University, Big 12 Conference, Kansas Athletics and NCAA policies and procedures;
2. Maintain knowledge of departmental activities, sports schedules and procedures;
3. Foster cooperative working relationships with immediate supervisor and staff members who work within or outside his/her work unit;
4. Support the athletics departmental goals and philosophies as described by the Director of Athletics, and work to achieve and uphold the department's mission statement and core values;
5. Maintain a positive attitude toward performing job duties and working with other staff members;
6. Exhibit professional decorum at all times while representing Kansas Athletics, including routine events and meetings that occur outside of the office and on the road;
7. Maintain the confidentiality of all information obtained while an employee of Kansas Athletics including all private, confidential, or sensitive information and ensuring compliance with FERPA, HIPAA, and other applicable regulations.

**Duties and Responsibilities of the Position**

1. Take a lead role in developing the ideation and video creative content plan of the football program in collaboration with Creative and Brand, Rock Chalk Video, Football Communications and External department. This position must be able to create relevant and compelling content for the official Kansas Athletics website, app and each of the Football team's social media platforms (Twitter, Instagram, Facebook etc.) that engages fans and encourages follower growth;

2. Proactively identify stories and unique content opportunities within the program to drive brand awareness as well as build fan and donor engagement with Kansas Football;
3. Develop videos on a timely basis for post-game highlights, hype videos, recruiting, and other external areas;
4. Maintain a detailed content calendar to ensure promotion of appropriate team-related content, events, programs, and marketing efforts;
5. Recruit, train and oversee group of creative/graphic design interns to positively impact the football program;
6. Stay up to date on creative needs of athletic department, community relations events as well as identify emerging trends and industry standards that can be incorporated into football creative content;
7. Show creativity and ensure continuity within the social media brand of Kansas Football and Kansas Athletics through all content for external audiences;
8. Be available to shoot all games, events, and relevant appearances for the program across each social media outlet;
9. Work with other departments in a coordinated effort to execute social media campaigns (recruiting, marketing, etc.);
10. Assist recruiting staff, as permitted by NCAA rules and policies governing non-coaching staff members;
11. Other duties as assigned by the Director of Athletics or their designee.

### **Required Qualifications**

- Bachelor's Degree in Graphic Design, Communications, Digital Marketing, Journalism, or a related major from an accredited college or university;
- A strong understanding and demonstrated passion for football as well as a knowledge how to shoot games, practice, workout sessions, etc.
- Demonstrated working experience with the Adobe Creative Suite
- 3+ years of experience in social media management in collegiate athletics setting;
- Strong planning and organizational skills;
- Excellent verbal, written, computer, and personal relations skills;
- Ability to deliver quality work in a fast-paced, high volume environment
- Ability to work an irregular schedule including, evenings, weekends, and holidays.

### **Preferred Qualifications**

- Knowledge of ARMS;
- Photography experience a plus
- Demonstrated measurable success in social media engagement growth at the collegiate level;
- Demonstrated advanced knowledge of social media networking platforms;

### **Work Environment**

This job operates in both a professional office environment and outside at football-related events, including inclement weather. This role routinely uses standard office equipment such as laptop computers and various digital devices, including, but not limited to: cell phone, printer, copy machine, and other related devices. This job requires flexibility and adaptability in schedule and the ability to perform job related duties on short notice.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to speak and hear. Specific vision abilities required by this job include close vision and ability to adjust focus. This position may require frequent bending, moving, lifting, and carrying material weighing up to 50 pounds; standing up to eight hours each day; and working in all weather conditions.

**Travel**

Moderate travel is expected for this position.

**Hours of Work**

This is a full-time position. Days and hours of work will vary based on the needs of the football program and as job duties demand. Early morning, evening and weekend work is required.

**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.