



Associate Director of Creative and Digital Video Job Description

Description:

Conference USA is seeking a qualified and energetic individual to fill a new position as Associate Director of Creative and Digital Video. This person will serve as the creative video lead for Conference USA and be responsible for owning the production process from start to finish. This includes, but not limited to, conceptualizing, coordinating, writing, shooting, and editing video assets for the Conference's website, social media accounts, in-venue video boards, and television commercials. This position will produce content that includes, but not limited to, highlight and interview packages, behind-the-scenes features, student-athlete, coach, and administrator profiles, and social media "hype" videos. This position will support Conference USA and its member institutions to promote and enhance all entities through digital video and social media.

The Associate Director of Creative and Digital Video will report to the Assistant Commissioner of Video Services and Technology and work closely with the External Department. The successful candidate should be highly organized, detail-oriented, a good communicator, and possess the ability to handle numerous assignments in a timely manner. Must be proficient in video production and editing.

Duties and Responsibilities:

- Produce, shoot, and edit a range of high-quality creative video content for use across Conference USA's various social media channels, in-venue video boards and marketing elements.
- Serve as the lead producer for Conference USA content, including virtual studio shows and other features as assigned.
- Travel to Conference USA Championships, as needed, throughout the year to provide video coverage of the event as well as feature story opportunities with student-athletes and coaches around the league.
- Collaborate with Communications, Multimedia and Marketing teams to produce innovative and engaging content for social media platforms including short video features and other social media-specific content.

Required Knowledge, Skills, and Abilities:

- Bachelor's Degree required with a minimum of two years' experience in athletics at a college, conference office, news studio, or media company.
- Experience with video content creation in an athletics-related field and live broadcast production is preferred.
- Ability to prioritize assignments, meet deadlines and multi-task effectively while creating high-quality videos.
- Strong experience with on-camera interviews.
- Efficient audio and video editing skills.
- Expertise in managing the full production process and producing high-quality videos, including proficiency in Adobe Premiere Pro.
- Collaborate with the Conference Office staff to execute creative media strategies, concepts, and trend setting ideas.
- Extremely organized, self-starter, intrinsically motivated with strong interpersonal skills.
- Occasional travel will be required along with nights and weekends.
- This is a full-time position with an annual salary based on experience.

Application Information:

Review of applications will begin immediately and will continue until the position is filled. Qualified candidates should submit cover letter, resume and three references to: humanresources@c-usa.org

Review of applications will continue until the position is filled. Only those candidates selected for interviews will be contacted

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