The University of Iowa - Department of Intercollegiate Athletics

Job Description

Athletics Live Event Production Engineer
(Creative Media Manager/Producer)

University Classification & Job Code: Creative Media Manager/Producer – PMC3 – 4A
Job Function: Marketing, Communications and Outreach
Job Family: Creative Media Production and Support
Position #: NEW
Administrative Supervisor: Trisha Stortz, Director – Athletics Live Event Production
% Time: 100%
FLSA Status: Exempt
P&S Status: Probationary
Salary Range: $50,000 to Commensurate

Job Family Purpose Statement
Support communication strategy to targeted audiences through the development and delivery of media. Responsible for developing and delivering one or more types of media (e.g., photographers, video producers/videographers, audio/radio producer, multi-media developers).

Position Specific Summary
The Athletics Live Event Production Engineer will be responsible for providing live event engineering support during Big Ten Network broadcasts and in-venue live productions for all required home events. The Engineer will assist with future technology and system design. This position requires work during evenings and weekends. Must be willing to travel.

Athletics job expectations include:

- Embraces the Win. Graduate. Do It Right. philosophy of the Department of Intercollegiate Athletics, as stated in the departmental mission and its accompanying values and commitments.

- Commitment to team goals and shared accomplishments. Excellent interpersonal skills and ability to understand group dynamics and drive results.

- Adheres to the rules and regulations of the University, the Big Ten Conference and the NCAA; commits to reporting any Big Ten or NCAA violations involving the University of Iowa to departmental compliance personnel.

- Contributes to the development of an environment for student-athletes that is healthy, safe, equitable, and culturally diverse. Establishes a positive relationship with student-athletes, founded on fairness, openness, honesty, and leadership opportunity.

- Manages resources and petitions for change in a way that minimizes gender bias and maximizes compliance with federal and state laws regarding gender equity. Acts as an advocate for any student-athlete, employee, or program that experiences unjustified inequity.

- Contributes to the recruitment of a diverse population of student-athletes and employees. Promotes a welcoming climate that enhances the overall experience for all members of the Athletics Department.
# KEY AREAS OF RESPONSIBILITIES AND SPECIFIC JOB DUTIES & TASKS

## Media Production

| Provide multiple/various executions of multiple concepts. Produce and approve final product. Recommend strategic direction. Has accountability for the delivered message. | • Perform engineering duties during B1G Network events and live event production events.  
• Assist with future technology and system design. The individual must be willing to travel and will report directly to the Director of Live Event Production.  
• Stay up to date on latest trends and maintain skills to distribute content in the various digital platforms.  
• Communicate and collaborate with internal partners such as marketing, sales, social media, athletic communications, academics, development, event management, sports teams, compliance, campus, and community.  
• Communicate and collaborate with external partners such as Daktronics, B1G Network, control room partners. |

## Project and Production Management

| Oversee media production.  
Oversee final editing process and integration of media into a set of final products. Produce final product. Expert in media and/or multiple platforms. | • Perform equipment repairs and maintenance and work across multiple control rooms and venues.  
• Work with the Athletic Department’s IT staff to effectively manage local networks and fiber-optic connectivity across multiple control rooms and venues.  
• Reviews and assures conformance with applicable rules, regulations and policies of the Big Ten Conference, the NCAA, The University of Iowa, FCC, and copyright laws.  
• Assist in updating and maintaining the video library and equipment.  
• Travel and coordinate on location video set-up and filming for away athletic events as assigned.  
• Work independently. |

## Financial Responsibility

| Assist in budget development and provide projections and recommendations for budget. Manage financial data and information of the unit or department. | • Manage equipment and freelance budget.  
• Adhere to University and Department travel and purchasing policies. |

## Supervision/Leadership

| Plan and direct administrative, operational, fiscal, human resource, and developmental activities. Hire, develop, and manage the | • Hires and supervises talented employees, students, and interns.  
• Provide direction and schedule staff for B1G events and live event production. Review and provide |
<table>
<thead>
<tr>
<th>PERFORMANCE OF STAFF</th>
<th>FEEDBACK FOR IMPROVEMENTS</th>
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<tr>
<td>ASSURE STAFF IS</td>
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<td>COMPLIANT WITH UI</td>
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<td>POLICIES AND PROCEDURES.</td>
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**UNIVERSAL COMPETENCIES**

**Collaboration/Positive Impact** (Proficiency Level: Extensive)

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<tr>
<th>Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.</th>
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<tr>
<td>Ensures time, resources, energy, learning opportunities, and actions are focused on priorities important to the changing workplace.</td>
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<td>Identifies and resolves disagreements/conflicts in early stages.</td>
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<td>Promotes a safe, fair, respectful environment in which concerns can be addressed effectively.</td>
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<td>Recommends changes to work practices and policies to achieve desired outcomes.</td>
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**Diversity, Equity and Inclusion** (Proficiency Level: Extensive)

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<tr>
<th>Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the unique contribution of an inclusive workforce that brings together the talents of people across multiple identities, including: race, creed, color, religion, national origins, age, sex, pregnancy, disability, veteran or military status, sexual orientation, gender identity, or associational preferences.</th>
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<tbody>
<tr>
<td>Promotes a respectful, diverse, equitable and inclusive work environment in which concerns are addressed effectively.</td>
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<td>Can identify unit policies and practices that have a disparate impact on specific populations.</td>
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<td>Recommends policies and practices to advance an equitable, inclusive work environment and counter racism, sexism, and other forms of institutional bias.</td>
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<td>Forms respectful relationships with individuals and organizations representing diverse constituencies, and seeks regular input to better understand diversity, equity &amp; inclusion issues and enhance recruitment efforts.</td>
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<tr>
<td>Engages in on-going self-reflection and continues to advance their knowledge and skills related to diversity, equity and inclusion.</td>
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**Service Excellence/Customer Focus** (Proficiency Level: Extensive)

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<th>Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner. Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.</th>
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<tr>
<td>Participates in developing a variety of effective ways to deal with service challenges.</td>
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<td>Models service delivery and coaches others to deliver excellent service in a variety of settings.</td>
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<td>Communicates well with direct reports, peers, leadership, and external constituents.</td>
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<tr>
<td>Utilizes various methods for information sharing and information gathering. Modifies process(es) to enhance service.</td>
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**Technical Competencies**
### Creativity (Proficiency Level: Expert/Leader)

| Knowledge of the approaches, tools, and techniques for promoting creative, original thinking and ability to apply it to a variety of business situations. | • Creates a climate that cultivates imagination, new ideas, and experimentation.  
• Promotes an environment that encourages patience and learning from failures.  
• Positions setbacks or failures as learning opportunities.  
• Champions new initiatives within and beyond scope of position.  
• Monitors the industry for creative ideas and solutions that can be used internally.  
• Directs creativity toward effective implementation of business solutions. |

### Multimedia Publishing (Proficiency Level: Expert/Leader)

| Knowledge of and ability to use installed audio, visual and animation software tools. | • Demonstrates in-depth experience with design and staging organization or public multimedia events.  
• Takes a lead role in evaluating and selecting multimedia platforms and tools.  
• Articulates planned product enhancements and migration strategies.  
• Stays informed on vendor and market trends, directions and experience.  
• Stays abreast and makes recommendations on new multimedia technologies.  
• Elaborates on the historical and future perspective of multimedia tools. |

### Multimedia Tools (Proficiency Level: Expert/Leader)

| Knowledge of tools and facilities for utilization and integration of various media (text, graphics, image, animation, sound, video, theatrical lighting, etc.) into business, academic, research, arts and culture applications. | • Plays a leading role in the implementation of multimedia technology.  
• Selects the standards for platforms, processes, formats and products.  
• Resolves technical issues of implementing multimedia technologies in web-based applications.  
• Evaluates new tools and techniques for animation, 3D imaging, sound lighting and other new developments in multimedia.  
• Teaches others performance and cost considerations of multimedia hardware and software tools.  
• Speaks to long-term benefits of multimedia technologies for the business. |

### Organizational Communications (Proficiency Level: Expert/Leader)
| Knowledge of and ability to utilize the means, tools, techniques and media to communicate information about the organization internally and externally. | • Advises others on a wide spectrum of communications programs.  
• Leads in the design and development of multimedia communications campaigns.  
• Ensures proper dissemination of information to the public and to shareholders.  
• Develops organizational communication strategies and policies.  
• Consults with executives and line managers concerning communications issues.  
• Champions the use of innovative communications vehicles and practices. |

**Desktop Publishing Tools** (Proficiency Level: Expert/Leader)

| Knowledge of the publication software and techniques for design and development of various organizational materials. | • Analyzes all major technologies used to develop and deliver published materials.  
• Demonstrates leadership in evaluating and implementing publishing software toolkits.  
• Discusses costs and benefits of each major technology platform.  
• Monitors organization's experience with publishing vendors, services and products.  
• Consults on matching a set of tools to the needs of the publication.  
• Elaborates on the historical and future perspective of publishing technologies. |

**Graphic Tools** (Proficiency Level: Extensive)

| Knowledge of tools and techniques to produce graphic communications materials. | • Works with a variety of graphics design and production tools.  
• Advises others on the pros and cons of legacy graphics tools.  
• Uses and contributes to reusable graphics libraries.  
• Creates and integrates graphics into a variety of presentation packages.  
• Promotes the strengths and weakness of alternative graphics tools.  
• Discusses cost factors and considerations of design and production. |

**Knowledge of Specific Publishing Software** (Proficiency Level: Extensive)

| Knowledge of a specific software product or product group used to generate internal and external communications. | • Uses the specific product to produce a variety of materials.  
• Formulates advanced features and facilities.  
• Evaluates product benefits, drawbacks, strengths and weaknesses. |
• Elaborates on performance considerations, measurement and tuning.
• Interfaces product with other software publishing products.
• Resolves conversion and migration issues.

**Project Management** (Proficiency Level: Expert/Leader)

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<th>Ability to plan, organize, monitor, and control projects, ensuring efficient utilization of technical and administrative resources, to achieve project objectives.</th>
<th>Manages multiple high-risk, high-cost projects involving multiple stakeholders.</th>
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<td>Monitors major projects for critical path and actual status versus planned.</td>
<td>Champions organization's project management methodology, tools, and techniques.</td>
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<td>Coaches others in open communication among project stakeholders.</td>
<td>Consults on project planning and management of high-risk, high-impact projects.</td>
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<td>Monitors industry for fresh approaches and tools for project management.</td>
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**Proficiency Levels are defined as:**

**Basic Knowledge**: Uses basic understanding of the field to perform job duties; may need some guidance on job duties; applies learning to recommend options to address unusual situations.

**Working Experience**: Successfully completes diverse tasks of the job; applies and enhances knowledge and skill in both usual and unusual issues; needs minimal guidance in addressing unusual situations.

**Extensive Experience**: Performs without assistance; recognized as a resource to others; able to translate complex nuances to others; able to improve processes; focus on broad issues.

**Expert/Leader**: Seen as an expert and/or leader; guides, troubleshoots; has strategic focus; applies knowledge and skill across or in leading multiple projects/orgs; demonstrates knowledge of trends in field; leads in developing new processes.

**Policy Expectations**

As part of performing the key areas of responsibility and competencies described above, staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the University Operations Manual and UI Work Rules.

**Position Qualifications**

**Required Qualifications:**

- Bachelor Degree (or international equivalent) in communications, video production, graphic arts, design, IT or related field or equivalent combination of education and experience;
- Three years of experience in live event engineering;
• Ability to:
  o Operate and maintain video production equipment and highly proficient in broadcast system design, signal flow, and infrastructure;
  o Produce and manage a multiple camera live streaming production crew for an athletic events;
• Excellent oral and written communication skills;
• Ability to work constructively and collaboratively in a diverse environment and with other external relations staff (e.g. marketing, athletic communications, graphics), demonstrating strong interpersonal skills and ability to build trusting relationships;
• Ability to move and load up to 50 pounds;
• A valid U.S. driving license and the ability to meet and maintain University of Iowa Driving Policy standards.
• Working knowledge of and ability to:
  o Utilize basic office support software (word processing, email, presentation software and spreadsheets)
  o Operate effectively within a highly regulated team environment.

Desired Qualifications:
• Minimum of five years experience in live event engineering with a Division 1 athletics program;
• Demonstrated experience and a working knowledge of video production utilizing professional-grade cameras and editing equipment, including an in depth understanding of video routing systems and broadcast studio production;
• Demonstrated ability to coordinate and stream multiple live events simultaneously;
• Three years of supervisory experience;
• Working knowledge of and ability to:
  o Utilize content management programs to deliver content to social media platforms;
  o Produce and edit videos, both in studio and on location, utilizing Premiere Pro editing system (or equivalent-please specify software used), and Adobe Photoshop;
  o Utilize audio and video patch bays for troubleshooting and production;
  o Operate professional audio boards, control room routing, replay control, video board control.
  o Utilize online video sharing platforms, YouTube, Live U etc.
  o Troubleshoot and solve IT and live video streaming issues;
  o Instruct others in basic shooting and editing techniques.