Assistant Director, Football Creative Media

University Classification & Job Code: Creative Coordinator PMD2 (3B)
Job Function: Marketing, Communications & Outreach
Job Family: Designer
Position #: 00121519
% Time: 100%
FLSA Status: Exempt
P&S Status: Probationary
Administrative Supervisor: Tyler Barnes, Director of Football Recruiting
Functional Supervisor: Justin Elsner, Director, Football Creative Media

Job Family Purpose Statement
Support communication strategy to targeted audiences through the development and delivery of graphic or video concepts and visual communications. Key areas of responsibility include concept and brand development, media and materials creation, project and production management, finance and supervision/leadership.

POSITION SPECIFIC SUMMARY
The Assistant Director, Football Creative Media will develop concepts and creative content for internal and external multi-media campaigns for the Hawkeye Football program under the direction of the Director, Football Recruiting, the Director of Football Creative Media and in collaboration with Athletics External Relations personnel.

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.
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### Key Areas of Responsibilities and Specific Job Duties and Tasks

#### Concept and Brand Identity

| Develop concepts, components, and standards for small- to mid-scale messaging campaigns. Create concepts or products for specific audiences using available research. | • Develop graphics campaigns or video projects for Iowa football recruitment efforts.  
• Produce graphic design materials or video elements in alignment with the Iowa Hawkeye style guide.  
• Develops concepts, components, and standards for small to mid-scale messaging campaigns. |

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#### Media and Materials Creation

| Design for multiple media (e.g., print and/or web). Develop coordinated projects that may include print materials, web designs, and other media. | • Supports the strategic recruiting and communication efforts of Head Football Coach, Director of Recruiting (DR) & Director of Creative Media (DCM)  
• Collaborates with members of Football Administration, Athletics Communication staff and Athletics Marketing staff on social media and digital content.  
• Assist the Director of Creative Media in coordinating, creating, implementing and maintaining all aspects of creative media required for use of recruiting football student-athletes.  
• Under the guidance of the DR & DCM:  
  o Assists in the design and implementation of permissible recruiting correspondence.  
  o Assists in the design and execution of FB social media communications (Twitter, Instagram, Facebook, etc.).  
  o Assists DR with all graphic design, photography and/or video aspects of on-campus official and unofficial visits of PSAs, including group events.  
• Collaborates with Football Video Production regarding the recording, photography, editing, and production of permissible Football Video as part of strategic communications. |

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#### Project and Production Management

| Develop concepts for photography and illustration in collaboration with colleagues or freelancers. Propose concepts and respond to client feedback. Provide specs to service units or external vendors. Oversee print production. | • Assists in development of photography concepts and/or oversee photo shoot for posters, media guides, schedule cards, magnets, social media for football recruiting efforts.  
• Identifies tools and technologies to meet departmental needs, and helps the department stay current with emerging technologies and design trends.  
• Develops, coordinates, and produces designs for electronic |
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(web, social, presentations) and print media.
- Keeps active archives of project files and makes them accessible as needed for new projects.

Financial Responsibility

Develop project options within established budgets. May analyze, monitor and report financial data, information and reports for project(s). May initiate and approve fiscal transactions.
- Assists in budget planning for graphics and/or video equipment, software and professional development.
- Maintains accountability for use of resources and efficiency in your work.
- May conduct research to identify appropriate vendors and materials; obtain and negotiate bids to stay within project budget.

Supervision/Leadership

May provide direction, assignments, feedback, coaching and counseling to assure outcomes are achieved for students/temporary staff.
- Contributes to team meetings.

UNIVERSAL COMPETENCIES

Collaboration/Positive Impact (Proficiency level: Working)

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.
- Shares appropriate information/feedback openly, professionally and respectfully.
- Models open, respectful, accepting, and supportive behaviors with team members.
- Maintains productive work relationships while considering multiple perspectives and using effective conflict resolution practices.
- Aligns expectations for self and team to achieve work objectives and overcome obstacles.

Diversity, Equity and Inclusion (Proficiency level: Working)

Ability to work with 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 (race, creed, color, religion, national origins, age, sex, pregnancy, disability, veteran or military status, sexual orientation, gender identity, or associational preferences).
- Maintains productive work relationships while considering multiple perspectives.
- Demonstrates awareness of one’s own and others’ social identities (e.g. race, gender, disability status, religion, etc.) and their relevance in the workplace.
- Resolves cross-cultural conflicts effectively.
- Articulates the unit’s commitment to diversity, equity and inclusion and the reasons for its importance.
- Engages in personal and professional development on issues related to diversity, equity and inclusion.

Service Excellence/Customer Focus (Proficiency level: Working)
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| 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. | • Enhances service by seeking ways to add value to customer interactions/services.  
• Demonstrates sincere concern and takes responsibility when a customer complains, even if the cause of the problem lies elsewhere.  
• Listens to feedback without defensiveness and uses it to enhance communication effectiveness.  
• Communicates in alternative ways to accommodate different listeners. |

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**TECHNICAL COMPETENCIES**

**Creativity (Proficiency level: Extensive)**

| Knowledge of the approaches, tools, and techniques for promoting creative, original thinking and ability to apply it to a variety of business situations. | • Challenges accepted ways of operating.  
• Maintains balance between innovation and pragmatism.  
• Monitors innovations in field and explores usefulness in own function.  
• Encourages, solicits, and rewards imaginative ideas.  
• Supports experimentation and accepts occasional setbacks or failures.  
• Finds new ways to approach problems. |

**Graphic Design (Proficiency level: Extensive)**

| Knowledge of and ability to apply design principles to the development and publication of organizational information. | • Challenges accepted ways of operating.  
• Maintains balance between innovation and pragmatism.  
• Monitors innovations in field and explores usefulness in own function.  
• Encourages, solicits, and rewards imaginative ideas.  
• Supports experimentation and accepts occasional setbacks or failures.  
• Finds new ways to approach problems. |

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

| Knowledge of tools and techniques to produce graphic communications materials. | • Challenges accepted ways of operating.  
• Maintains balance between innovation and pragmatism.  
• Monitors innovations in field and explores usefulness in own function.  
• Encourages, solicits, and rewards imaginative ideas.  
• Supports experimentation and accepts occasional setbacks or failures.  
• Finds new ways to approach problems. |

**Publishing (Print and Digital) (Proficiency level: Extensive)**

| Knowledge of the processes and tools for design, development and production of various print and electronic | • Publishes a variety of internal and external materials in print and electronic formats. |
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| organizational materials such as press releases, briefings, and marketing materials. | • Manages the design, layout, content and flow of multiple publications upon multiple platforms (i.e., print and electronic)  
• Implements pre-production requirements for the production process.  
• Discusses the benefits and drawbacks of various tools and approaches.  
• Identifies key factors in matching service need with a set of print and electronic publishing tools.  
• Analyzes cost considerations for various publishing alternatives. |

**Brand Management** (Proficiency level: Working)

| Knowledge of, and ability to use, tools and processes for creating and maintaining a marketing approach to promoting the company or a product line. | • Challenges accepted ways of operating.  
• Maintains balance between innovation and pragmatism.  
• Monitors innovations in field and explores usefulness in own function.  
• Encourages, solicits, and rewards imaginative ideas.  
• Supports experimentation and accepts occasional setbacks or failures.  
• Finds new ways to approach problems. |

**Multimedia Publishing** (Proficiency level: Extensive)

| Knowledge of and ability to use installed audio, visual and animation software tools. | • Works with a variety of multimedia development tools.  
• Works with integrating sound, animation and script.  
• Teaches others the video production process; filming, capture, pre-processing, editing, compression.  
• Describes key factors and considerations for matching media to situation.  
• Describes strengths and weakness of alternative multimedia tools and products.  
• Details setup requirements for a large multimedia meeting and presentation. |

**Project Management** (Proficiency level: Extensive)

| Ability to plan, organize, monitor, and control projects, ensuring efficient utilization of technical and administrative resources, to achieve project objectives. | • Challenges accepted ways of operating.  
• Maintains balance between innovation and pragmatism.  
• Monitors innovations in field and explores usefulness in own function.  
• Encourages, solicits, and rewards imaginative ideas.  
• Supports experimentation and accepts occasional setbacks or failures.  
• Finds new ways to approach problems. |

**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.
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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

(to be completed when recruiting for the position)

Required Qualifications:

- Bachelor’s degree in Graphics Design or Video Production, or related field, or an equivalent combination of education and experience;
- One (1) year directly related professional graphic design or video production experience;
- Expertise in Adobe Creative Suite—InDesign, Photoshop, Premiere, After Effects, and/or Illustrator;
- Demonstrated experience in Adobe Acrobat Pro;
- Proven ability to manage multiple complex projects;
- Strong time management skills with the ability to meet deadlines that will include printed materials, web designs, and other media;
- Excellent written and verbal communication skills;
- Proficient in basic photo editing;
- Ability to work constructively and collaboratively in a diverse environment, demonstrating strong interpersonal skills and ability to build trusting relationships;
- Working knowledge of and ability to operate effectively within a highly regulated team environment.

Desired Qualifications:

- Basic knowledge and understanding of the professionalism and intensity necessary to successfully contribute to a Division I athletics program;
- Two to four years directly related professional graphic design or video production experience;
- Working understanding of brand management;
- Professional photography experience;
- Working knowledge of web UI / UX principals;
- Experience collaborating with other designers, videographers, photographers, animators, and/or web design professionals is a plus;
- Advanced degree in Graphic Design, Video production related field;
- Able to collaborate with vendors and other parties in the submission of finalized artwork and/or video projects.
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