UNIVERSITY OF WISCONSIN-SUPERIOR  
POSITION DESCRIPTION  
Digital Media and Creative Content Specialist

Working Title: Digital Media and Creative Content Specialist  
Hayes Hill Title/Level: Employee-in-training, 100%, 2-Year Project Appointment  
Position Reports to: Athletics Communications and External Relations Manager  
Grant PI: Director, Athletics

Position Summary:  
Responsible for the development and publishing of the athletic department’s graphic design and creative content through the utilization of digital media and video production in the manner that upholds the philosophy and objectives of the University of Wisconsin-Superior Athletic Department.

NCAA 15.4.5 Athletic Staff Involvement. Members of the athletic staff of a member institution shall not be permitted to arrange or modify the financial aid package (as assembled by the financial aid officer or financial aid committee) and are prohibited from serving as members of a member institutions financial aid committees and from being involved in any manner in the review of the institutional financial assistance to be awarded to a student-athlete.

As an athletics department staff member, it is impermissible to discuss specifics concerning a student/athletes financial aid package with any individuals or departments (e.g., financial aid, admissions) involved in determining the financial aid awards for students.

NCAA 11.2.1 Stipulation That NCAA Enforcement Provisions Apply. Contractual agreements or appointments between a coach and an institution shall include the stipulation that a coach who is found in violation of NCAA regulations shall be subject to disciplinary or correction action as set forth in the provisions of the NCAA enforcement procedures, including suspension without pay or termination of employment for significant or repetitive violations.

Duties and Responsibilities:
- Promotes the philosophy and objectives of the athletic program; to include adhering to and enforcing all departmental policies and procedures, as well as rules and regulations of the University, the governing sport conference, and the NCAA.

- 60% of duties – Digital Media and Content Creation
  - Assists with graphic design for the Athletic Department, coordinating the creation and development of materials, such as: schedule posters, social media graphics, infographics, guides and publications, and other needs.
  - Develops and publishes video content across a variety of Athletic Department and University platforms, including: post-game interviews, game recaps, departmental features, and program videos.
  - Provides photographic services for the development of creative content. Assist with student-athlete and team photo shoots, photo selection, archiving and management.
  - Assists with fostering and upholding of the Athletic Department and University’s marketing and brand standards.

- 30% of duties – Athletics Department Administrative Assistance
  - Assists with the overall advancement of the Athletic Department’s communication and marketing efforts.
  - Assists with the creation of marketing content to engage with multiple constituents, including fans, alumni, donors, and perspective student-athletes across multiple platforms.
  - Assists Director of Athletics with budget management and fiscal operations.
  - Cooperates with all Athletic Department staff members to enhance overall department operations and initiatives.
• Assists Director of Athletics Communications and External Relations with oversight of student employment.

• 10% of duties – Other duties as assigned
  • Participates in public relations activities to include speaking engagements, television and radio interviews and press conferences, as approved or requested. Represents Athletic Department at professional, civic, charitable and alumni events.
  • Performs other related duties as assigned.

Knowledge, Skills, Ability:
• Knowledge of Adobe Creative Cloud, especially PhotoShop, Illustrator, and Premier; and other graphic design platforms.
• Strong creative skills for graphic design and video production.
• Knowledge of creating, editing and producing video.
• Strong interpersonal skills with the ability to work effectively with a wide range of constituencies in a diverse community.
• Proficiency in computer use and relevant Microsoft applications.
• Ability to resolve problems and answer questions related to athletic communications.
• Ability to organize work flow and coordinate activities.
• Ability to demonstrate effective communication skills both orally and written.
• Valid driver license with a good driving record; must be insurable.

Minimum Qualifications:
• Bachelor’s degree from an accredited institution
• Two years’ of related marketing, graphic design or video production experience
• Valid driver’s license
• Fit the criteria laid out on page 6 of the Ethnic Minorities and Women’s Internship Grant Guidelines

Desirable Qualifications:
• Master’s degree from an accredited institution
• Demonstrated experience in athletic communications leading graphic design and video production
• Knowledge of NCAA rules and regulations