# Associate Director Creative Video (5174U) Intercollegiate Athletics 85594

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**Associate Director Creative Video (5174U) Intercollegiate Athletics 85594About Berkeley**

At the University of California, Berkeley, we are dedicated to fostering a community where everyone feels welcome and can thrive. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

As a world-leading institution, Berkeley is known for its academic and research excellence, public mission, diverse student body, and commitment to equity and social justice. Since our founding in 1868, we have driven innovation, creating global intellectual, economic and social value.

We are looking for applicants who reflect California's diversity and want to be part of an inclusive, equity-focused community that views education as a matter of social justice. Please consider whether your values align with our Guiding Values and Principles, Principles of Community, and Strategic Plan.

At UC Berkeley, we believe that learning is a fundamental part of working, and provide space for supportive colleague communities via numerous employee resource groups (staff organizations). Our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our full-time

staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. Find out more about how you can grow your career at UC Berkeley.

**Departmental Overview**

The Department of Intercollegiate Athletics consists of more than 275 staff members and coaches and sponsors 30 varsity sports programs. These 30 programs include more than 850 student-athletes who participate in the various sports programs annually within the National Collegiate Athletics Association.

**Application Review Date**

The First Review Date for this job is: April 28, 2026

**Responsibilities**

The Associate Director Creative Video - Men's Basketball is a key member of the Athletics Department's imagined Strawberry Creek Studio group and leads the conceptualization and execution of high-impact visual assets primarily for Men's Basketball and helps define the Cal identity across various sports, and amplifies Cal's brand narrative consistent with the external strategy that overlays the unit. You will capture the energy of live sporting events, produce access-driven content, and develop personalized digital content tailored for recruiting and retention of student-athletes and staff and to promote external revenue generation. This position requires a fast-paced, solution-oriented mindset to achieve brand storytelling that resonates across all of Cal Athletics' digital platforms, traditional marketing, and in-venue videoboards.

This role will work independently and proactively to pitch high-level storytelling concepts with leadership and be responsible for bespoke execution on tight timelines. You will be innovative in your approach and leverage emerging technologies like AI to achieve speed and scale while also maintaining brand guidelines.

This role is responsible for recruiting, building, and supervising a consistent workforce of students and interns to scale digital content creation across the department. It also requires the creation of a comprehensive digital content creation program for student staff, mentoring them in the execution of professional-level storytelling, ensuring a consistent brand story across Athletics.

**Content Conceptualization & Strategic Pitching:**

> Working independently and proactively to pitch high-level storytelling concepts to Cal Athletics leadership. This includes developing content calendars that align with specific recruiting cycles, retention goals, and revenue-generation windows.

**Multimedia Production & High-Impact Execution:**

Leading the end-to-end execution of visual assets, including cinematic video, photography, motion graphics, and visual design. This involves capturing the energy of live events and producing behind-the-scenes features that define the Cal brand identity for social platforms and in-venue videoboards.

**Recruitment & Retention Content Specialized Delivery:**

Developing AI-generated personalized digital content and templates specifically tailored to attract elite recruits and enhance the student-athlete experience. This ensures a consistent brand narrative that aids in both player acquisition and internal program loyalty.

**Revenue Generation:**

Developing AI-generated personalized digital content and templates specifically tailored to attract elite brands and elevate the Cal Athletics brand. This ensures a consistent brand
narrative that aids in both traditional and new revenue streams, and builds fan loyalty.

**Technological Innovation & AI Integration:**

Leveraging emerging technologies, such as Generative AI and advanced editing tools, to achieve speed and scale in content production. This responsibility focuses on maintaining
University brand guidelines while modernizing the studio's workflow for faster digital turnaround.

**Budgeting & Strategy:**

Manage content creation budgets, track expenses, and evaluate the content effectiveness via feedback and data to improve future work.

**Quality Control & Post-Campaign Analysis:**

Govern the post design review process by analyzing feedback and performance; implement continuous improvements to maintain Power 4 conference excellence.

**Required Qualifications**

- Technical expertise in capturing high-speed sports action and producing content specifically formatted for stadium videoboards and social platforms.
- Ability to interpret digital performance metrics (engagement, reach, conversion) to refine content strategy and prove ROI for revenue generation.
- The ability to pitch big picture concepts to executive leadership and translate them into a cohesive brand narrative.
- Skills in recruiting, training, and mentoring a large student/intern workforce while maintaining quality control.
- Experience managing production budgets and navigating tight, deadline-driven schedules common in collegiate athletics.

- Ability to work independently while remaining aligned with internal teams.
- A solution-oriented mindset capable of integrating emerging technologies into traditional brand guidelines without compromising quality.
- Mastery of the Adobe Creative Cloud and cinematic camera operation.
- Deep understanding of AI tools for automated workflows, asset scaling, and creative brainstorming and visualization
- Strong skills in coaching and mentoring lower-level staff.
- Time and project management skills to effectively establish priorities and meet competing deadlines both for themself and the team.
- Interpersonal communications and people management skills to interact effectively with a variety of clients, staff and vendors.
- Strong skills in collaboration to best meet goals and objectives of the client.
- A strong working knowledge of visual asset design, brand development, and the creative process.
- Knowledge of NCAA/Power 4 landscape, including recruiting cycles, NIL trends, and student-athlete retention drivers.
- Must maintain current knowledge of applicable rules and standards of the Atlantic Coast Conference, the National Collegiate Athletic Association (NCAA), as well as other associations and agencies to which the Berkeley campus of the University of California adheres, and, at all times, avoid any and all violations of these rules and standards.
- Advanced knowledge of program activity and best practices.
- Problem-solving skills; multi-task, work with frequent interruptions, and effective listener.
- Excellent verbal and written communication skills in the English language.
- Proficiency in the use of computer applications relevant to job duties.

**Salary & Benefits**

For information on the comprehensive benefits package offered by the University, please visit the University of California's Compensation & Benefits website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this job announcement. This range takes into account the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and experience.

The budgeted salary or hourly range that the University reasonably expects to pay for this position is $60,000 - $90,000

- This is a full-time (40 hours/week), career position that is eligible for UC Benefits.
- This is an exempt monthly-paid position.

**Other Information**

- This is not a visa opportunity. This position does not include sponsorship of a new consular H-1B visa petition that would require payment of the $100,000 supplemental fee.
- This recruitment has 2 openings. One position will cover Women's Basketball and one position will cover Men's Basketball.

**How to Apply**

To apply, please submit your resume and cover letter.

**Referral Source info**

This job is part of the Employee Referral Program. If a UC Berkeley employee is referring you, please ensure you select the **Referral Source** of "UCB Employee". Then enter the **Employee's Name** and **Berkeley E-mail** address in the **Specific Referral Source** field. Please enter only one name and email.

**Driving Required**

Required to hold valid driver's license, have a driving record that is in accordance with local policies/procedures, and/or enroll in the California Employer Pull Notice Program.

**Mandated Reporter**

This position has been identified as a Mandated Reporter required to report the observed or suspected abuse or neglect of children, dependent adults, or elders to designated law enforcement or social service agencies. We reserve the right to make employment contingent upon completion of signed statements acknowledging the responsibilities of a Mandated Reporter.

**Misconduct Disclosure**

As a condition of employment, the final candidate who accepts a conditional offer of employment will be required to disclose if they have been subject to any final administrative or judicial decisions within the last seven years determining that they committed any misconduct; received notice of any allegations or are currently the subject of any administrative or disciplinary proceedings involving misconduct; have left a position after receiving notice of allegations or while under investigation in an administrative or disciplinary proceeding involving misconduct; or have filed an appeal of a finding of misconduct with a previous employer.

"Misconduct" means any violation of the policies or laws governing conduct at the applicant's previous place of employment, including, but not limited to, violations of policies or laws prohibiting sexual harassment, sexual assault, or other forms of harassment, discrimination, dishonesty, or unethical conduct, as defined by the employer. For reference, below are UC's policies addressing some forms of misconduct:

UC Sexual Violence and Sexual Harassment Policy
UC Anti-Discrimination Policy
Abusive Conduct in the Workplace

**Equal Employment Opportunity**

The University of California is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, protected veteran status, or other protected status under state or federal law.

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