



## Director / Creative Video

Unisun Sports is accepting applications for the position of Director of Creative Video.

Born from a strategic alliance between the Atlantic Sun Conference (ASUN) and the United Athletic Conference (UAC), Unisun Sports is a first-of-its-kind consortium stretching throughout the southeast. We serve as the operational and business engine for two premier NCAA Division I conferences, uniting them under a single umbrella.

The Director of Creative Video is responsible for creative video operations, serving as both a creator and strategist. This position produces video content for digital and social outlets from ideation to finished product including scripting, shooting, and editing. Reporting to the Senior Director of Creative and Digital Strategy, this role serves as a member of the external operations team and contributes to overall goals and objectives.

### Primary Responsibilities:

#### Content Creation

- **Creative Video**  
Responsible for the development and production of creative video content. Responsible for producing video content from ideation to finished product including scripting, shooting, and editing, including but not limited to, promotional videos, highlight packages, broadcast commercial spots, and in-venue content.
- **Brand Content**  
Responsible for the development and production of digital assets and assisting with special projects that support brand experience, including photography and graphic design (Adobe Creative Suite).
- **Championships and Events**  
Travel to and provide on-site content coverage for championships and events. Content coverage includes the execution of graphics, photography, and videography, and social media management.

#### Digital Strategy

- **Social Media Management**  
Assist with management and evaluation of social media platforms. Provide input for consistent and innovative brand expression.
- **Storytelling**  
Anticipate opportunities and storylines to promote the ASUN and UAC through the use of digital content. Implement and execute creative ideation to meet overall external strategic objectives.

#### External Operations

- **Sport Responsibilities**  
Serve as the primary contact for select sports as assigned, providing social media coverage and website updates.
- **SVP, EO Support**  
Provide support to the Senior Vice President for External Operations, assisting with the execution of external objectives.



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### **Preferred Qualifications:**

- A Bachelor's and/or advanced degree.
- Experience in intercollegiate or professional athletics.
- Exceptional background in video and creative content production.
- Proficiency in Premiere Pro, After Effects, and Adobe Creative Suite.
- Proficiency in graphic design through Adobe Creative Suite / Photoshop.
- Proficiency in social and digital media management including X, Instagram, Facebook, YouTube and/or other digital media platforms.
- Exceptional organizational and communication skills, with attention to detail.
- Ability to manage multiple projects simultaneously in a fast-paced environment.
- Ability to relocate to Jacksonville, Florida.
- A demonstrated commitment to the principles of diversity, equity, inclusion, and anti-racism.
- A willingness to travel and work extended hours (nights and weekends) as necessary.

### **Compensation & Benefits:**

A compensation package for the selected candidate will include a base salary commensurate with experience and Unisun Sports staff salary ranges. Benefits include annual vacation and leave, medical and dental insurance, retirement matching, and other benefits in accordance with Unisun Sports policy.

Unisun Sports offices operate on a 5-day work week, allowing all staff to select one weekday (limited to Monday or Friday) to work remotely from home each week. Due to the nature of collegiate athletics, all full-time staff are expected to occasionally travel and be available during nights and weekends if necessary.

### **Applications:**

Applicants should submit a cover letter, resume, and a list of references addressed to Kaitlin Parsons at [kaitlin.parsons@asunsports.org](mailto:kaitlin.parsons@asunsports.org). Applications will be accepted until the position is filled.

Unisun Sports is an equal opportunity employer committed to maintaining a diverse working environment.