

Director, Creative Content and Video for Women's  
Basketball (5173U) Intercollegiate Athletics 78086  
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=256506>

Downloaded On: Jun. 21, 2025 11:31am

Posted May 5, 2025, set to expire Jul. 1, 2025

<b>Job Title</b>	Director, Creative Content and Video for Women's Basketball (5173U) Intercollegiate Athletics 78086
<b>Department</b>	Intercollegiate Athletics
<b>Institution</b>	University of California, Berkeley Berkeley, California
<b>Date Posted</b>	May 5, 2025
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Director/Manager Professional Staff
<b>Academic Field(s)</b>	Graphic Design/Marketing
<b>Apply Online Here</b>	<a href="https://apptrkr.com/6201117">https://apptrkr.com/6201117</a>
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**Job Description**

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**Director, Creative Content and Video for Women's Basketball (5173U) Intercollegiate Athletics  
78086**

**About 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.

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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 our sports programs annually within the National Collegiate Athletics Association (NCAA).

The Director of Creative Video Content plays a pivotal role in shaping the program's image and fostering engagement through innovative creative video creation, particularly focused on recruiting and social media initiatives. This position is responsible for all traditional and smartphone videography and strategic collaboration with the women's basketball Director of Creative Content and the Cal Athletics Marketing & Creative Departments. The Director of Creative Video is directly involved in curating a captivating visual identity for the team, extending from social media and marketing efforts to recruitment endeavors.

### **Application Review Date**

The First Review Date for this job is: May 15, 2025

### **Responsibilities**

- Create captivating video tailored for recruiting purposes, showcasing the achievements, values, and opportunities of Cal Women's Basketball. Direct dynamic video shoots, producing compelling visuals that elevate recruitment efforts for unofficial and official visits.

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- Understands creative aspects are compliant with NCAA rules and regulations in conjunction with our coaching staff and Intercollegiate Athletics Compliance Recruitment & Eligibility Coordinator.
- Independently gathers all game footage and creates highlight films and promotional videos that are then distributed through official Cal Women's Basketball social media and prospective student-athletes.
- In Collaboration with Cal Athletics, Marketing, Creative, Communications, and digital teams plans and organizes various ideas to determine promotional activity that will appear on the video boards during the basketball season to enhance the game day experience for fans.
- In conjunction with women's basketball creative team and staff and Cal Athletics Marketing, Creative, Communications, and digital teams, take an active role in social media efforts for Women's Basketball team. Deliver compelling video stories and content that maximize reach, engagement, and impact for the Women's Basketball brand on a local and global scale.
- Analyzes and implements new or revised standard operating procedures and guidelines for area of responsibilities: content planning, shooting video, social media.
- Ensures all materials adhere to brand identity and guidelines of Cal Athletics. Maintain consistent style, themes, and marketing strategies for all Women's Basketball creative content.
- Organizes and archives all creative video in appropriate storage.
- Other as assigned, including professional development

### Required Qualifications

- Ability to edit footage to use for a variety of formats including television and Internet
- Knowledge of current social media platforms (i.e. Instagram, Twitter, Facebook, etc) and how to create, implement, and execute a social media strategy and calendar
- Working knowledge to maintain files and image storage
- Thorough knowledge of program activity and best practices.
- Problem-solving skills; multi-task, work with frequent interruptions, and effective listener.
- Highly effective verbal and written communication skills in the English language.
- Proficiency in the use of basic computer applications relevant to job duties.
- Proficient with Adobe Creative Suite: Photoshop, Illustrator, After Effects, Premiere, Final Cut Pro.
- Bachelor's degree or equivalent experience with strong background in design and creative development

### Salary & Benefits

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

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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 range that the University reasonably expects to pay for this position is \$65,000 - \$80,000.

- This is a 100% full-time (40 hours per week), One year contract position that is eligible for full UC benefits.
- This position is exempt and paid monthly.

### **How to Apply**

To apply, please submit your resume and cover letter.

### **Conviction History Background**

This is a designated position requiring fingerprinting and a background check due to the nature of the job responsibilities. Berkeley does hire people with conviction histories and reviews information received in the context of the job responsibilities. The University reserves the right to make employment contingent upon successful completion of the background check.

### **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

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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/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see the [U.S. Equal Employment Opportunity Commission](#) poster.

The [University of California's Affirmative Action policy](#).

The [University of California's Anti-Discrimination policy](#).

**To apply, visit**

[https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS\\_HRAM\\_FL.HRS\\_CG\\_S](https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS_CG_S)

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**Contact Information**

Please reference Academickeys in your cover letter when  
applying for or inquiring about this job announcement.

**Contact**

N/A

University of California, Berkeley

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