

Assistant Director of Video Production, Game
Presentation (5173U), Intercollegiate Athletics - 8228
University of California, Berkeley

Direct Link: <https://www.AcademicKeys.com/r?job=267941>

Downloaded On: Nov. 10, 2025 4:09pm

Posted Nov. 10, 2025, set to expire Jun. 30, 2026

Job Title	Assistant Director of Video Production, Game Presentation (5173U), Intercollegiate Athletics - 8228
Department	Intercollegiate Athletics
Institution	University of California, Berkeley Berkeley, California
Date Posted	Nov. 10, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff Associate/Assistant Director
Academic Field(s)	Graphic Design/Marketing Athletics and Recreation Services
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Job Description

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**Assistant Director of Video Production, Game Presentation (5173U), Intercollegiate Athletics -
8228**

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 250 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 (NCAA). We are looking for a creative and forward-thinking individual who can lead a talented team, is analytical and strategic, and is also able to dive right into the execution of our marketing campaigns.

Position Summary

The Assistant Director of Video Production, Game Presentation is a key member of the Creative Services team, responsible for leading the vision, strategy, and execution of all in-venue videoboard productions for Cal Athletics events. This role plays a critical part in creating dynamic, engaging, and brand-aligned live event experiences that elevate the game day atmosphere and deepen fan engagement.

Working closely with marketing, sponsorship, and event operations teams, this position ensures the seamless integration of storytelling, promotional content, and live production elements. The Assistant Director oversees game presentation planning, directs in-venue video crews, and contributes to the overall creative direction of the department's visual identity. A passion for live sports production, attention to detail, and the ability to thrive in high-pressure environments are essential for success in this role.

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Application Review Date

The First Review Date for this job is: 11/17/2025.

Responsibilities

Game Presentation Strategy & Vision:

- Create and execute in-venue content that balances entertainment, sponsorship deliverables, and traditional game elements.
- Use the Adobe Suite to create in-venue content.
- Strategize the use of creative assets to maximize fan experience.

Serve as the in-venue producer for select high-profile events.

- Oversee the operation of in-venue video boards, LED displays, and related control room technology during live events.

Support gameday and event rehearsals and run-throughs to ensure seamless execution of the video board show.

- Maintain relationships with vendors and manage technical needs for in-venue displays and control room systems.

Lead overall vision of gameday production and visual flow.

- Collaborate with marketing, communications, and sponsorship teams to ensure alignment between in-venue content, marketing campaigns, and brand strategy.
- Provide direction to freelance staff including technical directors, replay operators, camera operators, and videoboard graphic staff.
- Delegate post-production tasks to undergraduate video interns.

Adheres to brand identity and guidelines of Cal Athletics

Other as assigned, including professional development.

Required Qualifications

- Thorough knowledge of program activity and best practices.

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- 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.
- Thorough knowledge of program activity and best practices.
- Proficiency in non-linear editing software such as Adobe Premiere, DaVinci Resolve, or Avid.
- 2-4 years of experience in live event production.
- Proficiency with video board control systems (Daktronics, Ross, or equivalent).
- Strong knowledge of live event production, including show calling, and technical direction. Excellent communication, collaboration, and leadership skills.
- Ability to perform in high-pressure, fast-paced environments.
- Bachelor's degree in Media, Broadcast Production, or related area and/or equivalent experience/training.

Preferred Qualifications

- 2-4 years of experience in live event production, in sports or entertainment.

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 annual salary range that the University reasonably expects to pay for this position is \$55,000.00 - \$65,000.00.

- This is an exempt monthly-paid position.

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How to Apply

- To apply, please submit your resume and cover letter.

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.

Other Information

- This is not a visa opportunity.

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.

SB 791 and AB 810 Misconduct Disclosure Requirement: 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

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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.

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.

To apply, visit

https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS.CG_S

Contact Information

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

Contact

N/A

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