



Athletic Creative Content Director

Job Code: 8307

Salary Grade: S09

FLSA Status: Exempt

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Duties and Responsibilities

Responsible for developing engaging visual content including graphics and motion graphics that tell compelling stories through print and digital design. This position collaborates with assigned teams and the department's external units to plan, produce, and execute creative materials that engage recruits, fans, and donors while maintaining a consistent brand identity and tone across all platforms. This position contributes to the overall vision and goals of Oklahoma Athletics.

- Contribute to the overall Athletics creative strategy by supporting departmental initiatives that enhance the campus brand, elevate the fan and student-athlete experience, and drive revenue generation.
- Ensure all creative content aligns with established brand identity, standards, and guidelines.
- Lead creative strategy, project management, and design efforts for assigned sports.
- Serve as the primary designer for assigned sport(s), managing multiple design projects simultaneously from concept to completion.
- Participate in sport-specific content planning meetings to align creative direction with strategic goals.
- Develop design concepts, presentations, templates, layouts, merchandise, signage, and other collateral materials, ensuring timely and high-quality execution.
- Create and maintain graphic templates and assets for department-wide use.
- Collaborate with photographers and other creative staff to establish and execute visual direction.
- Contribute to new content development and idea generation that supports brand storytelling and engagement.
- Lead and mentor student interns by assigning projects, providing feedback, and ensuring adherence to brand standards.
- Stay informed on design, digital media, and fan engagement trends to implement innovative strategies.
- Drive initiatives that enhance the digital fan experience and increase engagement across social and marketing platforms.
- Evaluate creative performance metrics and adjust strategies to improve impact and reach.
- Oversee the creative workflow and production calendar to ensure timely and efficient delivery of assets across all channels.
- Maintain full compliance with university, SEC, and NCAA policies in all creative and marketing activities.
- Performs other duties as assigned.

Minimum Qualifications

Education:

- Bachelor's degree

Equivalency/Substitution: Experience or a combination of education & related experience can be considered in lieu of degree. A one-to-one ratio is used to determine the number of years of experience required in place of a degree.

Experience:

- 4 years of experience in graphic design, creative services, visual communications or related field

Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- Comprehensive understanding of visual branding, graphic design, photography, and multimedia production principles.
- In-depth knowledge of creative strategy, campaign development, and brand management within collegiate athletics or sports marketing environments.
- Familiarity with NCAA, conference, and institutional guidelines related to marketing, branding, and student-athlete representation.
- Strong understanding of digital media platforms, content distribution strategies, and fan engagement trends.
- Knowledge of project management principles, production workflows, and creative resource allocation.
- Maintain a professional and collaborative attitude when working with outside vendors, partners, and campus stakeholders.
- Foster positive and productive relationships with colleagues across the Athletics Department.
- Collaborate closely with supervisors and departmental leaders to ensure consistency in messaging and visual identity across all design projects and materials.
- Demonstrate proficiency in Adobe Creative Suite applications (including, but not limited to, Photoshop, Illustrator, and InDesign).



JOB DESCRIPTION

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- Effectively manage responsibilities in a fast-paced, high-demand environment that may include evenings, weekends, and travel.
- Exhibit strong organizational, problem-solving, and communication skills.
- Maintain a high level of attention to detail to ensure accuracy in information, data, grammar, and adherence to brand standards.

Working Conditions

- Ability to lift and carry equipment (such as cameras, lighting, or signage) weighing up to 25 pounds.
- Travel for games, events, meetings, on-site creative production and other department activities
- Extended or irregular hours are often required, including evenings, weekends, and holidays, to support athletic events, photoshoots, and special projects
- Operates in a fast-paced, deadline-driven environment that requires flexibility, creativity, and strong time management skills
- Frequent use of computers, design software, and digital equipment
- Exposure to moderate to loud noise levels is during athletic events, practices, and on-site productions
- Some exposure to varying weather conditions, including heat, cold, rain, or humidity, during outdoor events or photo/video shoots.

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