



Example of Director, Video Job Description

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Our company is looking to fill the role of director, video. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for director, video

- Authors customer-facing product collateral including roadmaps, customer/user guides, and presentations
- Develop strategy for sporting event highlight packages and distribution
- Collaborate with athletics communications staff to develop video content for social media distribution, live video streaming (MadiZONE) and written news supplementation
- Provide technical support and guidance to live event streaming, including collaboration with contracted service providers
- Work with contracted video board personnel to provide assistance on in-game elements
- Fulfill needs of athletics marketing via promotional video elements such as commercials and creative content
- Manage the archival process of current and historical video footage
- Package video content to showcase sport programs, athletics facilities, support services
- Produce content for athletics special events, such as the student-athlete awards banquet, Hall of Fame induction ceremony, Duke Club events
- Strengthen relationships with JMU's School of Media Arts and Design to enhance involvement of a student production team to assist with video needs

Qualifications for director, video

- Look at a white board and develop brilliant ideas with little input (or inversely, way too many opinions...)
- Great creative / editorial judgment
- Experimental, boundary pushing and curious character traits are a must
- Push the boundaries as a visual storyteller
- Knowledge of Doubleclick/XFP, FreeWheel, Google ADX, LiveRail, the Rubicon Project, and other ad-serving platforms and rich media vendors