

Job Title: Digital Content Sponsor

Position Overview:

The Digital Content Sponsor is responsible for managing, producing, and overseeing content for video boards at Treynor Community Schools. This role involves creating engaging visuals, coordinating game-day presentations, and training students to operate the video boards. A critical component of the position is the development and leadership of a student-led club or team focused on digital media production. The coordinator will guide this group in designing, producing, and executing content for events, providing students with valuable hands-on experience in broadcasting, graphics, and live event management. This position directly contributes to enhancing the overall fan and student experience while building future-ready skills in media and technology.

Key Responsibilities:

Content Creation & Production:

- Design and manage video board content, including graphics, animations, highlight reels, sponsorship materials, and in-game entertainment.
- Ensure all digital displays are updated with accurate and engaging content for athletic events and school functions.
- Develop and implement creative strategies to enhance the fan experience at events.

Game Day Operations & Management:

- Oversee and manage the operation of video boards during home games, ensuring smooth execution of visual content.
Collaborate with athletic staff, coaches, and announcers to align video board content with game schedules and key moments.
Troubleshoot technical issues and ensure equipment is functioning properly.

Student Club Leadership & Engagement:

- Establish and lead a student media club focused on video board production, digital graphics, and game presentation.
- Serve as the primary mentor for the group, providing instruction in content creation, equipment use, and live event coordination.
- Empower students with leadership roles within the club and build a sustainable structure for continued involvement and growth.
- Create a positive, collaborative environment that promotes student creativity, responsibility, and ownership of event production.

Student Training & Development:

- Recruit, train, and mentor students to assist with video board operations, giving them hands-on experience in sports media production.
- Foster student interest in digital media, broadcasting, and live event production through workshops and ongoing training.
- Provide students with leadership opportunities in game-day production and behind-the-scenes event execution.

Collaboration & Coordination:

- Work closely with the athletic director, coaches, and school administrators to support media needs.

Partner with student organizations, marketing teams, and school staff to enhance school-wide digital content.

- Coordinate with sponsors and partners to ensure recognition through video board content.

Qualifications & Skills:

- Experience in video production, digital media, or event presentation preferred.
- Familiarity with video board software, graphic design tools, and live-streaming platforms (or willingness to learn).
- Strong organizational and leadership skills, particularly in mentoring and guiding students.
- Ability to build and sustain a student program focused on digital content production.
- Passion for enhancing school spirit, student voice, and community engagement through digital media.

Compensation:

This is a stipend position starting at \$1275.00, with compensation based on experience and responsibilities.