



DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

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**University of Tulsa**  
**Athletic Creative Content Graduate Assistant**

**General Description:** The University of Tulsa is seeking a high-energy, visual storyteller to join our creative team. This isn't just a "behind-the-scenes" role; you will be on the sidelines, and at the heart of Golden Hurricane sports. The Creative Content GA will be responsible for producing high-end digital assets that elevate the TU brand, recruit top-tier student-athletes, and engage our loyal fan base. This position will report to the Director of Creative Content but will be mentored by the entire Athletics External Relations team in preparation for a successful, achievement-oriented career in athletics.

The anticipated start date is August 2026. The 10-month position includes a monthly stipend and graduate school tuition is covered. The position is a two-year appointment, renewable after the first year at the discretion of the athletic department.

**Duties and Responsibilities:**

- Assist in producing creative content for Tulsa Athletics social media platforms, website, video boards, and digital campaigns.
- Capture and edit photo and video content at games, practices, and special events.
- Design graphics for game day, recruiting, ticket promotions, and brand storytelling.
- Collaborate with marketing, communications, ticket sales, and development to support strategic initiatives.
- Help manage and execute social media content calendars.
- Assist in developing creative concepts that enhance fan engagement and revenue generation.
- Support live event coverage and in-game content creation.
- Maintain brand consistency across all platforms.
- Perform other duties as assigned within the Athletics External Affairs unit.

**Minimum / Preferred Qualifications:**

- Bachelor's degree required (preferred majors include journalism, public relations, communications, sport management or a related field of study).
  - Acceptance into a graduate program at The University of Tulsa.
  - Experience with Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects).
  - Strong understanding of social media platforms (X, Instagram, Facebook).
  - Experience working in collegiate athletics or sports media.
  - Photography and videography experience.
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- Strong storytelling ability and creative vision.
- Ability to work independently and collaboratively in a team environment.
- Knowledge of current social and digital media trends and specifications.

**Contact:**

Please email a cover letter, resume, work samples, and the names and contact information of two (2) professional references to Conner Darnell, Director of Creative Content, at [conner-darnell@utulsa.edu](mailto:conner-darnell@utulsa.edu).

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