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 12-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.
- 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.