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## Auburn University Job Description

Job Title:	<b>Sr Assoc AD, Championship Resources</b>	Job Family:	No Family
Job Code:	<b>BA15</b>	Grade AT11:	\$85,500 - \$162,500
FLSA status:	Exempt		

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### Job Summary

Reporting to the Executive Associate Athletics Director, Senior Woman Administrator, the Senior Associate Athletics Director for Championship Resources is responsible for the leadership and oversight of all operations surrounding Name, Image, and Likeness (NIL) programming at Auburn Athletics.

### Essential Functions

1. Leads the Auburn Athletics NIL program, SPIRIT, to conceptualize and coordinate programming and resources. Monitors NIL activity reporting and data management.
2. Oversees strategic partnerships and resources and maintains administrative oversight for SPIRIT. Oversees SPIRIT landing page, social media platforms, marketing and communications strategies, and digital content development to promote SPIRIT initiatives, programming and capture the impact of NIL on the student-athlete experience. Serves as the primary contact for external university NIL partners supporting SPIRIT NIL operations.
3. Oversees the processing and management of student-athlete NIL opportunities to ensure NCAA, SEC, and institutional compliance.
4. Serves as primary NIL contact for internal and external stakeholders including student-athletes, coaches, staff, boosters, third party individuals, and local businesses in accordance with applicable university, state, federal and NCAA guidelines.
5. Serves as the liaison on all NIL-related matters between all relevant university stakeholders.
6. Oversees the implementation of a comprehensive annual NIL education program for prospective student-athletes, parents, current student-athletes, coaches, internal and external stakeholders.
7. Assists with diversity, equity, and inclusion (DEI) programming to drive the development, design, and implementation of initiatives that fosters a diverse and inclusive workplace culture and enhance the ability to recruit, develop and retain a high-performing, diverse workforce. Assists with mentoring and leadership development programming and assists with donor development.
8. Collaborates on NIL initiatives and cross-department functions with other Auburn Athletics units including but not limited to; compliance, student-athlete development, Multimedia Production, marketing, and licensing.
9. Oversees Auburn Athletics agent registration and monitoring process to ensure NCAA, SEC, and institutional compliance.
10. Remain up to date on the latest NIL trends, including legislative advancements, NCAA compliance regulations and vendor landscape evolutions.
11. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

### Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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*The above essential functions are representative of major duties of positions in this job classification. Specific duties and*

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*responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.*



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### Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
<b>Education</b>	Four-year college degree	No Specific Discipline.
<b>Experience (yrs.)</b>	5	Experience in athletics programs with at least 2 years of experience in college athletics administration, compliance, sport management, marketing, media rights, or fundraising.

#### Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

#### Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

#### Minimum Required Knowledge

Knowledge of SEC and NCAA rules and regulations; ability to interpret and apply SEC and NCAA bylaws.

#### Certification or Licensure Requirements

None Required.

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### Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires standing, walking, sitting, reaching, talking, hearing, handling objects with hands, .

Job occasionally requires climbing or balancing, stooping/kneeling/crouching/crawling, and lifting more than 100 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 1/10/2023

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