
Auburn University Job Description

Job Title: **Dir, Athletics Annual Giving & Ticket Priority** Grade UA06 \$46,100 - \$78,400
Job Code: **BA89**
FLSA status: Exempt
Job Family: University Advancement
Job Function: Development Support

Job Summary

Reporting to the Assistant Athletic Director, Annual Giving, the Director of Athletics Annual Giving & Ticket Priority oversees daily operations and communications of the Tigers Unlimited Foundation ticket-related donation programs.

Essential Functions

1. Leads all communication efforts to support Auburn University's Athletics Development Office and Tigers Unlimited. This includes utilizing marketing automation tools for renewal emails, newsletters, and gameday guides.
2. Assists with the donor seat selection process for Football and directly oversees the donor seat selection process for all other sports.
3. Works with the Assistant AD - Annual Giving, along with the Ticket Office, Marketing, and Digital Revenue team to make yearly pricing recommendations to Senior Staff for all ticketed sports.
4. Serves as the Tigers Unlimited website administrator and is directly responsible for the creation and maintenance of the website.
5. Serves as a point of contact for escalated customer service and/or technical-related ticketing donation issues. This includes all Tigers Unlimited Foundation ticket priority-related sports in addition to non-ticket priority sports.
6. Hires, trains, and supervises a staff of student workers that will assist in the daily operations of the Ticket Priority programs.
7. Serve as a liaison for the Tigers Unlimited Development and Donor Services staff for all ticket-related needs.
8. Assist with game day hospitality and other athletics department events, as needed.
9. 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.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and 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>
Education	Bachelor's Degree	No specific discipline.
Experience (yrs.)	4	Experience in fundraising, marketing, sales, and/or public relations in a collegiate athletic setting.

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

Proficient in Advance (donor database management software), Paciloan, and Salesforce.

Extensive understanding of the integrity of Athletic ticket priority programs in include all allocations of suites, seats, and parking passes.

Knowledge of fundraising techniques, specifically annual giving, marketing and advertising concepts, principles, procedures and techniques. Knowledge of web design, e-marketing systems, and electronic communications approaches that include social media and blogging platforms.

Full proficiency in the following areas: Windows, Microsoft Office Suite - Outlook, Word, Excel, PowerPoint; internet browsers; Adobe products; Dropbox/Google Docs/Box.

Attention to detail and the ability to prioritize and execute multiple projects under demanding deadlines is required. Ability to learn and use enterprise software and systems.

Certification or Licensure Requirements

None required.

Pre-Employment Screening Requirements

None required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires sitting, talking, hearing, and lifting up to 10 pounds.

Job occasionally requires standing, walking, handling objects with hands, and lifting up to 25 pounds.

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

Date: 8/23/2023

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