AUBURN
Human Resources

Assoc Dir, Ticket Operations

Job Description

JOB INFORMATION

Job Code	BA04
Job Description Title	Assoc Dir, Ticket Operations
Pay Grade	AT06
Range Minimum	$50,500
33rd %	$60,600
Range Midpoint	$65,650
67th %	$70,700
Range Maximum	$80,800
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	7/11/2024 11:17:45 AM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

The Associate Director of Ticket Operations aids in the management and leadership of the athletic department's ticketing operations (Football, Men & Women's Basketball, Gymnastics, Baseball, & Softball). The Associate Director serves in a leadership role and will supervise Assistant Directors of Ticket Operations, Graduate Assistants, & student interns. The Associate Director must function in a number of roles; including customer service, game-day operations, sport-specific ticketing operations, management for back-office ticketing software and technology conflict resolution. All operations must be completed in compliance with the Tigers Unlimited priority system, University Auditing, State, NCAA, and SEC policies and procedures.

RESPONSIBILITIES

- Leads in the day-to-day operations of the ticket office. This includes daily customer service work, overall supervision of ticket office personnel, and gameday operations for all sports.
- Supervises Assistant Directors of Ticket Operations, Graduate Assistants, and student interns.
- Responsible for assisting patrons on the phone, in person, as well as through email communications, including the general ticket office email account. Assists the Assistant Directors of Ticket Operations in the resolution of complex customer complaints or problems for donors, athletic coaches and staff, Auburn faculty and staff, alumni, public ticket purchasers, and other assorted groups.
- Manages all aspects of Faculty and Staff ticketing including working with the Committee on Intercollegiate Athletics (CIA) on policies and procedures, assisting with data needed to support policy changes, sales, seat selection and allocation, distribution, and reporting.
- Manages all facets of ticket operations for select sport(s), both regular and post-season.
- Assists in screening, hiring, and training ticket office staff consisting of exempt, non-exempt, temporary employees, and student interns.
- Works all home football games and assists with oversight of all facets regarding ticketing select sporting events. Game day responsibilities include assisting with selling tickets, conflict & ticket resolution, customer services, will call/player guest/recruit ticket distribution, and general set-up and tear down of ticket office equipment and box offices.
- Aids in all reporting, requests, and Equerry reports regarding select sports.
- Travels to select events to administer and distribute player, coach, and administrator tickets.
- Coordinates with Tiger Paws, Cheerleaders, Letterman, and other on-campus and off-campus groups and their ticketing needs.
- Responsible for the distribution of player and recruit tickets in compliance with University, SEC, and NCAA regulations.

RESPONSIBILITIES

- Responsible for compliance with all state, University, NCAA, and SEC rules regarding ticket sales and distribution.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Public Relations, Business, Marketing, Communications, Journalism, Sports Administration, Sports Management, or related field.	and	4 years of	Experience in ticketing operations or customer service. Experience in business operations, sales, or sales operations in an Intercollegiate Ticket Operations environment is desired.	Or
Master's Degree	Degree in Public Relations, Business, Marketing, Communications, Journalism, Sports Administration, Sports Management, or related field.		3 years of	Experience in ticketing operations or customer service. Experience in business operations, sales, or sales operations in an Intercollegiate Ticket Operations environment is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of advanced concepts, practices, and procedures related to ticketing principles.	
Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations; ticketing principles, personnel management and budget planning.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting			X			
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching			X			
Reaching		X				
Talking			X			
Hearing				X		
Repetitive Motions			X			
Eye/Hand/Foot Coordination			X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically.

Travel Requirements:

In-State; Domestic