AUBURN
Human Resources

Assoc Dir, Premium Sales

Job Description

JOB INFORMATION

Job Code	BA06
Job Description Title	Assoc Dir, Premium Sales
Pay Grade	UA05
Range Minimum	$50,770
33rd %	$59,230
Range Midpoint	$63,460
67th %	$67,690
Range Maximum	$76,150
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	7/24/2026 4:35:34 PM

JOB FAMILY AND FUNCTION

Job Family:	University Advancement
Job Function:	Engagement, Annual Giving, & Campaign

JOB SUMMARY

The Associate Director of Premium Sales is responsible for driving significant revenue growth through the strategic sale of premium seating and hospitality offerings for Auburn Athletics. This position will proactively identify, cultivate, and solicit high-value prospects while delivering a best-in-class experience throughout the sales process. This role will serve as a key contributor to premium revenue strategy and collaborate across Athletics Development, Ticket Operations, and external partners to support the long-term financial success of Auburn Athletics.

RESPONSIBILITIES

- Generates premium seating revenue through proactive prospecting, relationship building, and strategic outbound sales efforts.
- Oversees the full sales lifecycle from lead generation through contract execution, including presentations, venue tours, and personalized proposals.
- Develops and maintains a robust pipeline of qualified prospects while consistently meeting or exceeding established revenue goals.
- Cultivates relationships with high-capacity donors, alumni, corporate partners, and community leaders.
- Partners with Athletics Development to identify opportunities for philanthropic engagement and long-term donor growth.
- Collaborates with internal stakeholders to inform pricing strategies, inventory utilization, and product positioning.
- Maintains detailed and accurate records of prospect activity and sales performance within the department’s CRM system.
- Provides a high-touch service model to premium clients to support onboarding, engagement, and retention.
- Assists with premium hospitality and game day engagement efforts to strengthen client relationships.
- Represents Tigers Unlimited and Auburn Athletics at cultivation events, networking functions, and select athletics events.
- Stays informed on industry trends and marketplace dynamics to enhance sales strategy and competitiveness.

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	No supervisory responsibilities.

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	with no specific discipline.	and	3 years of	experience in premium sales, ticket sales, and/or fundraising. Preferably in collegiate athletics, professional sports, or a related revenue-generating environment.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of sales principles and techniques with the ability to develop and execute strategic outbound sales campaigns to drive premium seating revenue.	
Strong relationship-building and interpersonal skills to engage effectively with high-capacity donors, alumni, corporate partners, and community leaders.	
Proficiency in CRM systems and data management for tracking prospect activity, maintaining accurate records, and generating performance reports.	
Excellent communication and presentation skills to deliver compelling proposals, conduct venue tours, and represent the organization at events.	
Ability to analyze market trends and pricing strategies to inform product positioning and maintain competitiveness in the premium seating marketplace.	

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			