AUBURN
Human Resources

Dir, Athletics Strategic Marketing & Revenue Generation

JOB INFORMATION

Job Code	BA11
Job Description Title	Dir, Athletics Strategic Marketing & Revenue Generation
Pay Grade	MC10
Range Minimum	$58,940
33rd %	$72,700
Range Midpoint	$79,570
67th %	$86,450
Range Maximum	$100,200
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	8/18/2025 1:53:30 PM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

The Director of Athletics Strategic Marketing and Revenue Generation works as part of the Marketing and Revenue Generation team, focusing on driving revenue growth through effective digital revenue strategies and auxiliary partnerships. This position will work closely with the Web, App, and Social Media teams as well as other units within the Athletics Department.

RESPONSIBILITIES

- Oversees all aspects of the AuburnTigers.com website. Works closely with website providers on updates, trends, and enhancements to ensure AuburnTigers.com remains the primary source for all information related to Auburn Athletics.
- Oversees all aspects of the Auburn Tigers mobile app. Ensures the app is consistently updated with exclusive and accurate content and information. Collaborates with all external teams to stay on top of trends and promote the app as the central hub for managing Auburn Tigers accounts (tickets, donations, etc.).
- Manages strategic external digital marketing for multiple assigned sports, including email campaigns, mobile app push notifications, and timely ticket messaging updates on the website, using the department's marketing platform to execute communications as needed.
- Collaborates closely with the Ticket Office and Tigers Unlimited Foundation on promoting assigned ticketed sports and sport clubs. This may include a website, email, app, and social campaigns to promote messaging and timelines.
- Works closely with Auburn Sports Properties (ASP) on sponsorship activations and proactively presents new branding and sponsor engagement opportunities.
- Assists in the marketing and promotion of all auxiliary revenue programs. This may include external promotions such as updating and managing the website, email, and app for programs like AuburnVIP, RevelXP, event rental spaces, etc. This will include working nights and weekends and may include physical activities.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

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

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 Communications, Journalism, Media Broadcasting, or related field.	and	5 years of	Experience in communications, journalism, or public relations services.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Must possess strong verbal and written communication skills, preferably in sports journalism and/or communications/mass media.	
Must have strong written skills; knowledge of news production - both written and broadcast media; strategic social media marketing and information experience.	
Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations, social media, and communications and public relations best practices.	

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.