AUBURN
Human Resources

Asst AD, Fan Experience

Job Description

JOB INFORMATION

Job Code	BA13
Job Description Title	Asst AD, Fan Experience
Pay Grade	MC11
Range Minimum	$66,310
33rd %	$81,780
Range Midpoint	$89,520
67th %	$97,260
Range Maximum	$112,730
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	6/24/2025 11:11:31 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Assistant Athletics Director (AD) of Fan Experience is responsible for overseeing all fan experience and promotional activities of all Auburn University Athletics sports, aiming to create engaging experiences for students, alumni, and fans to include oversight of all game production timing and scripting, promotional plans, and attendance initiatives. This role serves as the primary contact for the marketing and game experience needs for football and provides supervision to the fan experience staff to oversee other assigned sports.

RESPONSIBILITIES

- Responsible for managing all fan experience and promotional activities of all Auburn University Athletics sports, aiming to create engaging experiences for students, alumni, and fans to include oversight of all game production timing and scripting, promotional plans, and attendance initiatives.
- Oversees fan experience, community relations, and spirit program staff, which include budget planning, operations, tracking & invoice approvals. Trains, advises, and guides staff on fan experience planning and strategies for all sports.
- Serves as liaison to the Special Events team for any external requests that need assistance with the fulfillment of events.
- Oversees all aspects of marketing and fan experience for Auburn Football to include gameday presentation, promotional planning, fan initiatives, technology implementation, and other in-venue elements.
- Develops and maintains a culture of collaboration between War Eagle Production, War Eagle Creative, and Fan Experience units to maximize the experience for student athletes, fans, alumni, and students. Collaborates with the ticket office, communications, and other external units to ensure alignment in carrying out the vision of the External Affairs unit.
- Oversees all Fan Experience revenue-generating items, including budget oversight of AUVIP & AU Kids Club.
- Serves as an athletic liaison to Auburn Sports Properties and the Auburn Marching & Pep Bands to include assisting with set up needs for practices, coordinating travel, and overseeing all events performed for Auburn Athletics.
- 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	Supervises others with full supervisory responsibility.

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	6 years of	Experience in developing marketing and promotional plans for collegiate athletic programs.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of Southeastern Conference (SEC) and National Collegiate Athletic Association (NCAA) rules and regulations as they relate to media, marketing concepts and principles, and electronic and print media outlets.	
Excellent written and oral communication skills, as well as interpersonal skills.	

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 and distinguish colors.