AUBURN
Human Resources

Assoc AD, Annual Giving (Ath)

Job Description

JOB INFORMATION

Job Code	BA40
Job Description Title	Assoc AD, Annual Giving (Ath)
Pay Grade	UA10
Range Minimum	$83,450
33rd %	$105,710
Range Midpoint	$116,840
67th %	$127,960
Range Maximum	$150,220
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	8/26/2026 1:24:16 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Directs and oversees all aspects of ticket priority sports, including baseball, men's basketball, women's basketball, football, gymnastics, and softball. Handles renewals and contracts for premium seating inside Jordan-Hare Stadium and Neville Arena. Directs and oversees the daily operations of all annual giving programs including the annual giving sport specific clubs. Oversees the implementation of strategic customer service and stewardship efforts for the ticket priority program. Oversees the creative specialist and all assigned visual and marketing efforts within TUF. Oversees the sales strategy, marketing efforts, and donor engagement associated with the Jordan-Hare North Project, including management of a Senior Director sales representative assigned to the project.

RESPONSIBILITIES

- Oversees the daily operations of the ticket priority programs for all assigned sports, including men's basketball, women's basketball, baseball, football, gymnastics, and softball, to include sales, renewals, stewardship, and allocation of seating.
- Leads the allocation process for men's basketball, women's basketball, baseball, football, gymnastics, and softball, including allocation strategy, donor communication, order review, issue resolution, and coordination with ticketing and annual giving staff.
- Oversees the allocation and issuance of seats and parking passes for football, men's basketball, women's basketball, baseball, gymnastics, and softball, as applicable by sport and department need.
- Manages renewal contracts for Jordan-Hare Stadium Executive Suites and Auburn Arena Suites, and supports premium seating renewals, stewardship, fulfillment, and customer service connected to annual giving priorities.
- Oversees the sales strategy and marketing efforts associated with the Jordan-Hare North Project, including coordination of campaign messaging, lead generation, prospect follow-up, premium seating sales strategy, donor engagement, and project-related reporting.
- Provides management, direction, and performance support for a Senior Director sales representative assigned to the Jordan-Hare North Project, ensuring alignment with Tigers Unlimited sales, stewardship, and campaign goals.
- Performs duties comparable to senior annual giving and revenue leadership roles at peer Southeastern Conference athletics development organizations, where similar positions oversee annual fund strategy, premium seating sales and renewals, priority point systems, donor benefits, stewardship, ticket-related giving, and campaign execution.

RESPONSIBILITIES

- Maintains awareness of peer SEC annual giving, premium seating, and donor engagement models to ensure Tigers Unlimited remains competitive in donor service expectations, revenue growth, benefit fulfillment, seating and parking allocation practices, and stewardship standards.
- Provides communication and customer service to all donors in order to answer questions or resolve problems in relation to ticket priority, seating assignments, premium seating, annual giving benefits, and other related issues.
- Develops marketing, sales, and communication plans regarding Tigers Unlimited premium seating, ticket priority programs, the Jordan-Hare North Project, and annual giving clubs.
- Serves as the Tigers Unlimited liaison with the Auburn Athletic Ticket Office and coordinates cross-functional execution with ticketing, marketing, communications, development, and sport-specific staff as needed.
- Coordinates the preparation of the general and administrative budget as well as the ticket priority program budget, and reviews and approves financial documents to ensure payments to vendors and employees are made in a timely manner.
- Coordinates with all constituents regarding the common database system used to determine customer eligibility, record and distribute order information, manage sales information, and support reporting for ticket priority and annual giving programs.
- Oversees the daily operations of the car dealer program.
- 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	degree in Public Relations, Business Administration, Marketing, Communications, Management, Sports Administration, or related field.	and	7 years of	Experience in fundraising, marketing, sales, and/or public relations.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Advanced knowledge of collegiate athletics fundraising, annual giving strategy, donor pipeline development, premium seating sales, priority point programs, donor benefit fulfillment, and revenue-generation practices within a Power Five and Southeastern Conference environment.	And
Demonstrated ability to manage complex ticket priority and premium seating operations across multiple high-demand sports, including renewals, seating and parking allocations, customer service escalation, donor communications, order review, benefit delivery, and interdepartmental coordination.	And
Strong understanding of sales strategy, lead generation, prospect qualification, campaign messaging, revenue forecasting, and donor engagement tactics associated with major capital projects, premium seating inventory, sport-specific giving clubs, and annual fund growth.	And
Ability to lead, supervise, coach, and hold accountable professional staff responsible for sales, marketing, donor service, creative support, stewardship, and project execution while aligning day-to-day activity with departmental revenue and campaign goals.	And

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Excellent written, verbal, and interpersonal communication skills, including the ability to build trust with donors, resolve sensitive donor concerns, explain complex ticket priority and benefit policies, and represent Tigers Unlimited professionally with high-level constituents.	And
Ability to use donor databases, ticketing systems, reporting tools, and sales information to analyze giving behavior, manage customer eligibility, inform allocation decisions, support forecasting, and produce accurate reports for leadership.	And
Knowledge of budget preparation, vendor payment review, financial documentation, contract renewal support, and administrative processes necessary to operate ticket priority, premium seating, annual giving, and stewardship programs responsibly.	And
Working knowledge of NCAA and SEC rules related to athletics development, donor benefits, ticket priority, premium seating, and booster engagement, with the judgment to manage donor-facing programs in a compliant and institutionally appropriate manner.	

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.