AUBURN
Human Resources

Asst Dir, Athletic Social Media Strategy & Revenue Generation

JOB INFORMATION

Job Code	BA49
Job Description Title	Asst Dir, Athletic Social Media Strategy & Revenue Generation
Pay Grade	MC07
Range Minimum	$44,710
33rd %	$52,160
Range Midpoint	$55,890
67th %	$59,610
Range Maximum	$67,060
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	9/12/2025 2:29:16 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Responsible for overseeing all aspects of the AuburnTigers social media accounts. The Assistant Director will report to the Associate Athletics Director for Marketing and Revenue Strategies and serve as part of the Marketing and Revenue Generation team with a focus on driving revenue growth through effective digital revenue strategies and auxiliary partnerships. The position is responsible for ensuring that all social media posts from AuburnTigers align with the goals and trends of the unit and the department.

RESPONSIBILITIES

- Leads and executes data-informed strategies for the AuburnTigers social media accounts to support Auburn Athletics' goals around storytelling, revenue generation, sponsor promotion, and brand awareness.
- Builds detailed, year-round content plans using data-driven insights. Utilizes tools such as Hootsuite, Google Analytics, and the Auburn Athletics Data Warehouse.
- Collaborates with the Marketing and Revenue Strategies team to ensure all social media content aligns with the current departmental strategy and contributes to amplifying key messaging and sales efforts.
- Works closely with War Eagle Creative (graphic design, photography, and video) to develop creative content for use throughout the year.
- Provides detailed monthly analytics reports, including engagement metrics, revenue tracking, and sponsor performance.
- Works with the communications department to promote engaging stories and communicate department-wide strategies and initiatives on social media.
- Shares relevant analytics and trends with team-specific accounts to support their social strategies and promote teams and student-athletes. Collaborates to share messaging that strengthens the overall brand.
- Works in partnership with Auburn Sports Properties to deliver branded content and digital sponsorship activation opportunities.
- Provides live event coverage during nights and weekends as needed to share engaging online content for Auburn Athletics events. Focus on content that captures and promotes the in-venue experience for fans watching at home.
- Manages all external marketing for two sports—one ticketed and one non-ticketed—including email marketing, mobile app push notifications, and timely, accurate ticket messaging updates on the website.
- 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	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	0 years of	experience in communications, marketing, or social media platforms or services.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituents in a diverse community.	
Proven expertise in communications, including writing, proofreading, and editing skills.	
Extensive computer skills in both Windows and Mac environments.	
Expertise in Microsoft Office Suite, including Word, Excel, and PowerPoint; expertise in using email packages, WebEx, and the Internet.	
Working knowledge of Hootsuite and Google Analytics.	
Excellent organizational skills; ability to manage multiple projects occurring within a short timeframe; must be very detail-oriented.	
Ability to set and meet deadlines.	
Ability to solve problems associated with development-related communications and initiatives.	
Ability to develop constructive working relationships with university employees at all levels, vendors, alumni, donors, friends, and/or the general public.	
Ability to work as a member of a team and/or independently in a fast-paced environment.	

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			10 lbs

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.