AUBURN
Human Resources

Sr Dir, Digital Revenue Strategy

Job Description

JOB INFORMATION

Job Code	BA50
Job Description Title	Sr Dir, Digital Revenue Strategy
Pay Grade	AT08
Range Minimum	$62,010
33rd %	$78,550
Range Midpoint	$86,820
67th %	$95,090
Range Maximum	$111,620
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	4/10/2024 12:36:56 PM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

Reporting to the Associate Athletic Director (AD) of Marketing & Revenue Strategy, the Senior Director of Digital Revenue Strategy manages the daily operations of the Marketing and Digital Strategy team, with a focus on driving revenue growth through effective digital revenue strategies. Drives revenue growth by providing leadership to the employees within the Marketing and Digital Strategy team to include digital marketing, automation, website and app, and social media strategy. Works closely with the leadership team to ensure that all digital initiatives align with the overall revenue strategy of Auburn Athletics.

RESPONSIBILITIES

- Manages and supervises the daily operations and employees of the Marketing and Digital Strategy team including Digital Marketing and Automation, and Web and Social Strategy while focusing on driving revenue growth through digital revenue strategies.
- Leads the daily activities of the Marketing and Digital Strategy team and assumes responsibility for all facets of the team's operations. Responsible for executing plans to optimize digital outreach through initiatives such as email marketing, organic and paid social media, and digital marketing campaigns. Seeks to leverage automation to increase interactions with the Auburn community.
- Assists, develops, and manages a comprehensive social media strategy that meets the strategic needs of the Auburn athletic programs while driving revenue and engagement. Improves the user experience on the Auburn Athletics website, generating leads and opportunities for revenue growth. Implements and monitors a system to monitor and report sales achieved via digital channels.
- Works in partnership with the Senior Associate AD, Marketing & Revenue Generation to execute the vision of the unit, as well as the overall external affairs vision. Serves as a part of the External Leadership Team, collaborating with other department heads to optimize revenue, enhance the game experience, maintain coherence in public relations messaging, and position Auburn as an industry leader in all areas of External Affairs.
- Exhibits a culture of collaboration between Digital Revenue Strategy team, Ticketing (operations, sales, and customer service/retention), and auxiliary partnership (Auburn Sports Properties, RevelXP, etc.) units to maximize opportunities for lead generation and revenue growth.
- Assists the War Eagle Productions, Fan Experience, and Community Relations teams in achieving their goals of producing high-quality content and fostering engagement. Provides support with the Fan Experience team to maximize game promotion, attract record crowds, and enhance the in-venue experience for fans. Provides support to the Strategic Communications team to ensure consistency in messaging across departments while strengthening the brand of student-athletes, Auburn Athletics, and Auburn University. Creates strategies to

RESPONSIBILITIES

	continually improve the in-venue experience and elevate the Auburn brand. Assists in identifying opportunities for community engagement and outreach, as well as optimizing the student experience.
•	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	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

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 with no specific discipline is require. Degree in Business, Marketing, Communications, Public Relations, Sports Management, Analytics, or related field is desired.	and	5 years of	Experience in an Intercollegiate Ticket Operations environment in digital or email marketing, business operations, sales or ticket management, or related fields.	Or
Master's Degree	Degree with no specific discipline is require. Degree in Business, Marketing, Analytics, or related program is desired.	and	3 years of	Experience in an Intercollegiate Ticket Operations environment in digital or email marketing, business operations, sales or ticket management, or related fields.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of best practices in digital marketing and delivering qualified traffic, conversion, and revenue.	
Ability to manage multiple projects and prioritize effectively in a fast-paced environment.	
Strong communication and presentation skills.	
Ability to be detail-oriented in a fast-paced high pressure environment.	
Demonstrated working relationships with administrators, support staff, constituents, coaches and student-athletes.	
Excellent administrative, organizational, time management, computer application, communication and personnel management 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.