AUBURN
Human Resources

Sr Dir, Premium Sales

Job Description

JOB INFORMATION

Job Code	BA59
Job Description Title	Sr Dir, Premium Sales
Pay Grade	UA07
Range Minimum	$62,820
33rd %	$73,290
Range Midpoint	$78,530
67th %	$83,760
Range Maximum	$94,230
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	4/9/2026 2:52:11 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Senior Director of Premium Sales provides strategic leadership for premium seating and hospitality revenue initiatives for Auburn Athletics. This position is responsible for developing and executing comprehensive sales strategies, cultivating high-level relationships, and driving new revenue through the sale of premium inventory across athletics venues. This role collaborates closely with Tigers Unlimited leadership, Athletics Development, Ticket Operations, and external partners to deliver a best-in-class experience for donors and premium customers while supporting the long-term financial goals of Auburn Athletics.

RESPONSIBILITIES

- Develops and executes a strategic premium sales plan designed to maximize revenue and long-term customer engagement.
- Identifies, cultivates, and personally solicits high-capacity prospects for premium seating products, including suites, loge boxes, club seating, and hospitality spaces.
- Leads, mentors, and manages premium sales staff, establishing performance metrics, sales goals, and accountability standards.
- Partners with Athletics Development to align premium sales efforts with philanthropic priorities and donor strategies.
- Collaborates with the Ticket Office and external stakeholders to recommend pricing models, inventory strategy, and packaging structures.
- Oversees the creation of sales materials, presentations, and proposal strategies tailored to prospective buyers.
- Analyzes market trends, customer data, and sales performance to inform forecasting and strategic adjustments.
- Serves as a senior representative of Tigers Unlimited in high-level meetings, events, and cultivation opportunities.
- Assists with premium hospitality execution and game day engagement efforts as needed

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	with no specific discipline.	and	5 years of	experience in premium sales, ticket sales, fundraising in collegiate athletics, professional sports, or a related revenue-generating environment. Experience must include at least 1 year of supervising or leading full-time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Comprehensive knowledge of premium sales strategies and revenue optimization techniques, including pricing models, inventory management, and packaging structures.	
Strong leadership and team management skills with the ability to mentor, motivate, and hold sales staff accountable for performance goals.	
Advanced relationship management and negotiation skills to engage and solicit high-capacity prospects and corporate partners effectively.	
Proficiency in data analysis and market trend evaluation to inform forecasting, strategic adjustments, and long-term planning.	
Exceptional communication and presentation abilities to represent the organization in high-level meetings, events, and donor cultivation opportunities.	

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			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.