AUBURN
Human Resources

Asst Dir, Fan Experience

Job Description

JOB INFORMATION

Job Code	BB04A
Job Description Title	Asst Dir, Fan Experience
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:	6/24/2025 11:23:16 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Director of Athletics Marketing, the Assistant Directors of Fan Experience develops, coordinates, and implements promotional plans and game presentations for the intercollegiate sports programs to create a preeminent experience for fans, student athletes, alumni and students. Assists in revenue generation through fan experience initiatives.

RESPONSIBILITIES

- Work in partnership with the Director of Fan Experience to lead the development of game production and fan experience for all of Auburn’s 21 athletic programs.
- Develops, plans, and executes fan experience and promotional strategies, directs in-game activities such as promotions, music, and videos, and creates engaging sponsorship elements for fans and student athletes.
- Conducts market analyses to determine ways of promoting Auburn's athletics program. Identifies, develops, and grows opportunities for revenue generation surrounding the game day experience, as well as through auxiliary programs managed by Fan Experience.
- Assists in developing a culture of collaboration between War Eagle Productions, War Eagle Creative, and Fan Experience units to maximize the experience for student athletes, fans, alumni and students.
- Cultivates partnerships with sponsors to maximize sponsor satisfaction, while enhancing fan experience.
- Analyzes marketing programs and adjusts strategy and tactics to increase effectiveness.
- Provides reports, analysis and regular status reports on marketing programs.
- Identifies potential contributors to special project funds and ongoing programs through examination of past records, individual and corporate contracts and community knowledge. Coordinates with the fan experience staff and local community organizations on the planning and preparation for special city-wide and university events.
- May assists with annual budget preparation, while tracking and monitoring expenditures.
- 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	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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 marketing and promotional plans at the collegiate or professional level required.	

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		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:
Ability to see information in print and/or electronically and distinguish colors.