AUBURN
Human Resources

Dir, Athletic Hospitality & Special Events

Job Description

JOB INFORMATION

Job Code	BB09
Job Description Title	Dir, Athletic Hospitality & Special Events
Pay Grade	MC09
Range Minimum	$54,410
33rd %	$65,290
Range Midpoint	$70,730
67th %	$76,170
Range Maximum	$87,060
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	6/10/2025 3:27:15 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Director of Athletic Hospitality & Special Events provides strategic leadership and oversight for all hospitality and special event operations within Auburn Athletics. This role is responsible for evaluating and marketing event spaces, managing client relationships, and directing the planning and execution of high-profile events scheduled through Auburn Athletic venues. The Director ensures seamless coordination across departments, supervises staff, and upholds compliance with NCAA, SEC, and university regulations. This position plays a key role in enhancing the visibility and reputation of Auburn Athletics through exceptional event experiences.

RESPONSIBILITIES

- Evaluates rental space for special events and provides proposals for the best use of the space, including but not limited to pricing, set up capabilities, and amenities.
- Develops and implements special event marketing plans, which include creating all marketing aspects for special event rental space, such as brochures, cards, social media, and websites.
- Prepares event planning resource guides for prospective clients to include general information as well as maps/diagrams of event spaces, costs associated with renting spaces, production capabilities, and food and beverage options.
- Directs the daily operations of Special Events to include oversight and input to all event planning. Regularly updates key stakeholders on event plans. Provides regular oversight and direction to key stakeholders using the Campus Event Planning System (CEPS). Oversees the daily operation of the office, which includes but is not limited to communications to clients and potential clients through all available mediums, preparing reports, completing projects, and ensuring that all assigned projects are on schedule. Regularly updates key stakeholders on event plans.
- Serves as primary event contact for campus clients and the community. Collaborates with committees, groups, and individuals to ensure effective planning, policy, and procedural oversight and protocol are achieved in the execution of each event. Provides effective contract management when needed. Meets with clients to discuss and finalize rental agreements.
- Oversees and organizes event logistics, which may include, but are not limited to, invitations, programs, securing vendor rentals, entertainment, audiovisual needs, and event security.
- Oversees support activities for events such as set-up, catering, cleaning, breakdown, etc., ensuring the event operates without disruption.
- Develops and implements a service plan designed to reach service goals for all special events in collaboration with the Sr. Associate AD, Athletics Facilities Management and Special Events.
- Provides guidance for special events staff to include full-time, part-time, students, and volunteers.

RESPONSIBILITIES

- Ensures assigned athletic events are conducted in accordance with university, local, federal, National Collegiate Athletic Association (NCAA), and Southeastern Conference (SEC) rules and regulations.

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	4 years of	Experience in event planning, public relations or sports administration.	

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.