AUBURN
Human Resources

Asst Dir II, Ticket Sales & Retention

Job Description

JOB INFORMATION

Job Code	BB44B
Job Description Title	Asst Dir II, Ticket Sales & Retention
Pay Grade	AT03
Range Minimum	$37,740
33rd %	$44,030
Range Midpoint	$47,180
67th %	$50,320
Range Maximum	$56,610
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	2/29/2024 10:31:10 AM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

Serves as a valuable member of the ticket sales and retention team for Auburn University Athletics. Engaging donors, faculty, staff, students, and fans, while helping to create and develop relationships to provide first-class customer service and gameday experiences. Responsible for selling a full menu of ticket plans and options to Auburn Athletic events, in coordination with the ticket priority system and Tigers Unlimited.

RESPONSIBILITIES

- Conducts daily outbound calls to prospects for full season, mini plans, group, and single game tickets for football, men’s and women’s basketball, baseball, softball, and gymnastics and makes follow-up calls to ticket holders who communicate concerns and issues they've experienced.
- Calls current and previous ticket buyers to execute renewal plans and strategies and cold-call new leads to generate sales.
- Cultivates current and past groups and new prospects to generate sales.
- Contacts area businesses, youth organizations, and other large groups to promote the group ticket program.
- Works all home football game days and other athletic home events as determined by the Director of Ticket Operations and Assistant Athletics Director for Ticketing to service ticket buyers.
- Achieves and exceeds weekly, monthly, and annual sales goals by performing daily outbound calls and setting face-to-face meetings and tours.
- Provides superior customer service to prospects, ticket buyers, and donors throughout the season while maintaining an account list of ticket holders to ensure high customer satisfaction and retention rates.
- Develops relationships across the department within all Auburn Athletics external units and Tigers Unlimited Foundation.
- Works closely with the Director of Ticket Operations to create new revenue-generating ideas.
- The job requires the ability to work a flexible schedule, including weekends, holidays, and evening hours. May need the ability to travel as needed to complete job duties and responsibilities.

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	No specific discipline.	and	3 years of	Experience in customer service or ticket sales. At least 2 years of experience in ticket sales is required. Experience in intercollegiate or professional sports ticket sales is desired.	Or
Master's Degree	No specific discipline.	and	2 years of	Experience in customer service or ticket sales. At least 2 years of experience in ticket sales is required. Experience in intercollegiate or professional sports ticket sales is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of sales and customer services best practices and demonstrated track record in sales and building quality relationships.	And
Ability to communicate effectively with others verbally and in writing.	And
Ability to pay attention to the minute details of a project or task.	And
Ability to show consideration for and maintain good relationships with others.	

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	

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.

Travel Requirements:

In-State; Domestic