AUBURN
Human Resources

Dir, Ath Ticket Sales & Service

Job Description

JOB INFORMATION

Job Code	BB45
Job Description Title	Dir, Ath Ticket Sales & Service
Pay Grade	AT06
Range Minimum	$50,500
33rd %	$60,600
Range Midpoint	$65,650
67th %	$70,700
Range Maximum	$80,800
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	9/15/2026 5:33:09 PM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

The Director of Athletic Ticket Sales & Strategy is responsible for managing all aspects of the Ticket Sales & Retention team. Drives new sales for revenue-generating sports, retaining existing customers, and capitalizing on leads to bring in new long-term season ticket holders.

RESPONSIBILITIES

- Manages all aspects of the Ticket Sales & Retention team, including driving new sales for revenue-generating sports, retaining existing customers, capitalizing on leads to secure new long-term season ticket holders, and supervising the Ticket Sales & Retention employees. Manages the team with a goal-oriented approach to achieve sales targets and deliver exceptional customer service.
- Manages lead generation process including assigning sales leads to the respective employees. Manages and implements strategies to generate potential leads, ensuring they are efficiently distributed among the sales team. Monitors the progress and outcomes of lead assignments to optimize sales efforts and maximize conversion rates.
- Conducts outbound calls to engage leads and effectively sell tickets, leveraging leads that have been generated through digital interactions. Adapts sales strategies based on the specific needs and preferences of each lead, maximizing the likelihood of successful conversions and revenue generation.
- Assists in game day box office needs at all revenue-generating sports. Assists in tasks such as ticket sales, resolving customer inquiries or issues, managing will-call services, and ensuring efficient entry and seating processes. Works diligently to create a positive and seamless ticketing experience for attendees at sporting events.
- 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 in Marketing, Public Relations, Sales, Business, Sports Management, or related field.	and	4 years of	Experience in business operations, ticket sales, or sales operations including taking leads to drive sales and retain existing customers.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Ability to communicate effectively with others verbally and in writing. Knowledge of sales and customer services best practices and demonstrated track record in sales and building quality relationships.	
Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations; ticketing principles, personnel management and budget planning.	
Ability to show consideration for and maintain good relationships with others. Knowledge of sales and customer service best practices and demonstrated track record in sales and building quality relationships.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Office and Administrative Support

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 temperatures		X			
Hazards		X			
Wet and/or humid		X			
Noise			X		
Chemical		X			
Dusts		X			
Poor ventilation		X			