AUBURN
Human Resources

Asst Dir, Ticket Sales & Auxiliary Revenue

Job Description

JOB INFORMATION

Job Code	BB46
Job Description Title	Asst Dir, Ticket Sales & Auxiliary Revenue
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:	8/12/2025 8:58:06 AM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

The Assistant Director of Ticket Sales & Auxiliary Revenue is responsible for driving ticket sales and delivering exceptional VIP experiences across Auburn University Athletics events. This role focuses on cultivating relationships with donors, alumni, Auburn students, and the general public to promote and manage exclusive offerings such as the AU VIP program.

RESPONSIBILITIES

- Conducts daily outbound sales efforts for full season, mini plans, group, single game tickets, and VIP ticket packages across all Auburn Athletics sports, including football, basketball, baseball, softball, and gymnastics.
- Develops and maintains a pipeline of high-value prospects through networking, community engagement, and strategic outreach. Calls current and previous ticket buyers to execute renewal plans and cold-calls new leads to generate sales.
- Achieves and exceeds weekly, monthly, and annual sales goals by performing daily outbound calls.
- Assists the Marketing team in selling and reporting on auxiliary revenue initiatives such as chairbacks, tailgates, and hospitality events.
- 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.
- Works closely with the Senior Director of Ticket Sales to develop new revenue-generating strategies and enhance the fan experience.
- Works closely with the Marketing and Fax Experience teams to build and manage VIP experiences in the POS/CRM system, providing on-site supervision to ensure flawless execution.
- Represents Auburn Athletics at home events and special functions to support operations and client engagement. Facilitates guided tours for VIP ticket holders during events, ensuring a high-quality guest experience and personalized service.
- Promotes the AU VIP program, including experiences.
- Maintains a flexible schedule including nights, weekends, holidays, and occasional travel.
- 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	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	with no specific discipline.	and	2 years of	experience in customer service or ticket sales. Experience in intercollegiate or professional sports ticket sales is desired.	Or
Master's Degree	with no specific discipline.	and	0 years of	experience in customer service or ticket sales. Experience in intercollegiate or professional sports ticket sales is desired.	

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.