AUBURN
Human Resources

Sr Dir, Athletics Ticket Sales & Strategy

Job Description

JOB INFORMATION

Job Code	BB63
Job Description Title	Sr Dir, Athletics Ticket Sales & Strategy
Pay Grade	AT07
Range Minimum	$55,920
33rd %	$68,970
Range Midpoint	$75,490
67th %	$82,020
Range Maximum	$95,070
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	5/13/2024 2:07:56 PM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

The Senior Director of Ticket Sales & Strategy directs the overall sales and service strategy for the internal sales team. Develops the short-and long-term operational sales and service strategies, working to analyze, develop, and implement new initiatives to enhance the sales team's effectiveness, while ensuring the best sales leads are focused on first. The Senior Director assumes several leadership roles, including fiscal management, customer service, involvement in gameday operations, management of the customer relationship management (CRM) system, reporting, and lead generation and scoring. Supervises the Manager of Ticket Sales & Customer Service and collaborates closely with the unit leaders of Ticket Operations, Digital Marketing & Social Media, Fan Experience, and Tigers Unlimited.

RESPONSIBILITIES

- Responsible for the day-to-day management and provides strategic vision and direction to Auburn's ticket sales team, overseeing their activities and ensuring alignment with the overall sales and service strategy. Provides oversight and guidance to the Director of Ticket Sales & Customer Service and collaborates on lead identification and scoring for the outbound sales team.
- Works with sales team and marketing to analyze, develop, and implement new business initiatives to enhance effectiveness, ensure the best sales leads are focused on first, and reporting is accurate and relevant.
- Develops and implements short-and long-term operational sales strategies to enhance the effectiveness of the ticket sales team. Analyzes market trends, identifies new opportunities, and introduces innovative initiatives to drive ticket sales and revenue.
- Work closely with leaders from various units, such as Ticket Operations, Digital Marketing & Social Media, Fan Experience, and Tigers Unlimited. Collaborates on cross-functional projects, shares insights, and aligns strategies to enhances overall ticket sales performance and provides an exceptional customer experience. Works in conjunction with Ticket Operations, Marketing, and Tigers Unlimited in forecasting ticket revenue. Collaborates with the Ticket Operations team in budget and pricing recommendations for ticket packages and single game pricing.
- Oversees the daily management of the CRM system, ensuring its seamless operation and optimal performance. Leads in organizing and conducting salesforce training sessions as part of the onboarding process for new ticket sales, operations, and development staff members. These training sessions aim to equip the team with the necessary knowledge and skills to effectively utilize the CRM system, enhancing their ability to manage customer interactions, track sales activities, and maximize revenue opportunities.
- Creates standard and custom reports and dashboards to track campaigns and activities, enabling comprehensive monitoring of key metrics and facilitating informed decision-making. These reporting tools

RESPONSIBILITIES

	provide insights into sales performance, customer engagement, and campaign effectiveness, aiding in strategic adjustments and identifying areas for improvement.
•	Oversees the Director of Ticket Sales & Customer Service.
•	Assists with gameday activities and box office customer service at Football and select 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	Supervises others with full supervisory responsibility.

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 Public Relations, Business, Marketing, Communications, Sports Administration/Management, or related field. Master's degree is desired.	and	4 years of	Experience in business operations, ticket sales, sales operations, data management, or customer relationship management (CRM) systems. At least 1 year of supervising or leading full-time employees. Experience in an Intercollegiate Ticket Operations environment is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of Paciolan ticketing platform (eQuery, T.Res, Pac-Fund, Ticket Intelligence, etc.), and their integrated partners (Salesforce, Seatgeek, Tableau, Fevo, Vozzi, etc.).	And
Knowledge of sales and customer service best practices, demonstrated track record of sales and relationship building, personnel management, CRM systems (Salesforce preferred), and ticketing and development software (Paciolan preferred).	And
Knowledge of customer relationship management (CRM) systems and ticketing & development software such as Paciolan (as well as their integrated partners).	And
Excellent communication skills both verbal and written, and attention to detail.	

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.

Travel Requirements:

None Required