AUBURN
Human Resources

Asst Dir, Athletics Digital Marketing

Job Description

JOB INFORMATION

Job Code	BB66
Job Description Title	Asst Dir, Athletics Digital Marketing
Pay Grade	MC07
Range Minimum	$44,710
33rd %	$52,160
Range Midpoint	$55,890
67th %	$59,610
Range Maximum	$67,060
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	8/10/2026 11:53:09 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Assistant Director of Athletics Digital Marketing supports the execution of digital marketing and communications initiatives that promote fan engagement, ticket sales, donor outreach, and revenue generation. Working within established marketing strategies, this position coordinates email marketing, marketing automation, digital advertising, web content, and fan engagement efforts while collaborating with internal stakeholders and external partners. The Assistant Director serves as a liaison for assigned partnerships and assists in evaluating campaign performance to support departmental objectives.

RESPONSIBILITIES

- Assists in the execution of email and digital communications plans through audience segmentation, content deployment, and campaign implementation to support fan engagement, ticket sales, donor relations, and departmental objectives.
- Creates and distributes email communications to fans, season ticket holders, students, donors, alumni, and other constituent groups using marketing automation platforms and established communication strategies.
- Executes marketing automation campaigns and customer journey communications designed to support engagement, customer service, and ancillary revenue generation.
- Implements and coordinates digital marketing campaigns, including lead generation, display advertising, retargeting, social media, over-the-top (OTT), television, and other digital advertising initiatives to support marketing and sales objectives.
- Collaborates with creative services and other internal stakeholders to develop content for email communications, digital advertising, websites, and other communication channels.
- Assists with the development, maintenance, and optimization of athletics websites, landing pages, and mobile content to support customer experience and marketing objectives.
- Serves as a liaison with Tigers Unlimited, Auburn Sports Properties, On to Victory (OTV) NIL Events, and other internal and external partners by coordinating communication efforts and supporting shared marketing initiatives.
- Coordinates the day-to-day digital marketing activities for fan engagement programs, including AU VIP Experiences, Aubie's Kids Club, and other departmental initiatives.
- Monitors and analyzes email, web, and digital marketing performance and provides recommendations to improve campaign effectiveness, engagement, and conversion outcomes.
- Complies with all applicable NCAA, SEC, and University policies and 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	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

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 Communications, Marketing, Business, or related field.	and	0 years of	Experience in marketing and communications services.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituents in a diverse community.	
Proven communications skills, including writing, proofreading, and editing skills.	
Extensive computer skills in both Windows and Mac environments.	
Expertise in Microsoft Office Suite including Word, Excel, and PowerPoint; expertise in using email packages, WebEx, and the Internet.	
Working knowledge of Adobe Creative Suite (Photoshop, lnDesign, Illustrator).	
Excellent organizational skills; ability to manage multiple projects occurring within a short timeframe; must be very detail-oriented.	
Ability to set and meet deadlines.	
Ability to solve problems associated with development-related communications and initiatives.	
Ability to develop constructive working relationships with university employees at all levels, vendors, alumni, donors, friends, and/or the general public.	
Ability to work as a member of a team and/or independently in a fast-paced environment.	

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		

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Lifting			X			10 lbs
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.