AUBURN
Human Resources

Dir, Fan Experience

Job Description

JOB INFORMATION

Job Code	BB71
Job Description Title	Dir, Fan Experience
Pay Grade	MC09
Range Minimum	$54,410
33rd %	$65,290
Range Midpoint	$70,730
67th %	$76,170
Range Maximum	$87,060
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	6/24/2025 11:23:45 AM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Director of Athletics Marketing supports the daily operations and strategic initiatives of Auburn University Athletics' marketing and fan experience efforts. This role plays a key part in enhancing revenue generation, increasing attendance, and contributing to an exceptional student-athlete and fan experience, while helping to elevate the Auburn brand to greater visibility and impact. Leads the marketing and fan experience unit to create engaging experiences for students, alumni, and fans to include leading the development of marketing and promotional plans and game production timing and scripting, in coordination with coaching staff and external affairs units, to meet or exceed their objectives. Serves as the primary contact for the marketing and game experience needs for men's basketball, and supervises an Assistant Director of Fan Experience, Graduate Assistants, and students to oversee other assigned sports.

RESPONSIBILITIES

- Works closely with the Assistant AD of Fan Experience related to developing and engaging promotional plans to maximize attendance and revenue for Auburn Athletics.
- Manages, develops, and executes marketing plans and strategies that achieve the goals and objectives of Auburn University Athletics. Provides leadership, supervision, and assistance and support to the Fan Experience unit and employees in the development and execution of marketing and fan experience plans for all sports, ensuring all messaging and strategies are met through game day experience and sales strategy.
- Oversees all aspects of marketing and fan experience for Auburn Men's Basketball to include the development of sales and marketing plans, the development of game scripts and timing, the coordination of game production and in-game experience, while serving as the primary point of contact for all marketing and fan experience needs for the sport.
- Develops and maintains a culture of collaboration between War Eagle Production, War Eagle Creative, and Fan Experience units to maximize the experience for student athletes, fans, alumni, and students. Collaborates with the ticket office, communications, and other external units to ensure alignment in carrying out the vision of the External Affairs unit.
- Develops and coordinates annual marketing plans and recognition and promotional theme calendar, collaborating with internal athletic departments and campus and community stakeholders.
- Serves as an athletic liaison and advisor to the Jungle, the student section, to promote engagement, drive attendance, and maximize the student experience at basketball and other sports.
- 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	with no specific discipline.	and	5 years of	experience in developing marketing and promotional plans for collegiate athletic programs.	
Master's Degree	in Sports Administration, Marketing, Public Relations, or other related field is desired.				

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of Southeastern Conference (SEC) and National Collegiate Athletic Association (NCAA) rules and regulations as they relate to media, marketing concepts and principles, and electronic and print media outlets.	
Excellent written and oral communication skills, as well as interpersonal skills.	

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		

Vision Requirements:

Ability to see information in print and/or electronically and distinguish colors.

Travel Requirements:

None Required