AUBURN
Human Resources

Assoc Dir, Concerts & Special Events Ticketing

Job Description

JOB INFORMATION

Job Code	BB76
Job Description Title	Assoc Dir, Concerts & Special Events Ticketing
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:	7/30/2026 3:33:18 PM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

The Associate Director of Concerts & Special Events Ticketing serves as the lead for all ticketing operations related to concerts and non-athletic events hosted within Auburn Athletics facilities. This position is responsible for the strategic planning, execution, and growth of the department's concert and special events ticketing program, including promoter relations, ticketing operations, event financials, revenue generation initiatives, and staff leadership. The Associate Director is expected to maximize revenue opportunities while ensuring operational excellence and exceptional service for promoters, clients, guests, and internal stakeholders.

RESPONSIBILITIES

- Leads all ticketing operations for concerts and special events hosted by Auburn Athletics and serves as the primary liaison for promoters, clients, and venue stakeholders.
- Develops and maintains strategic relationships with promoters and clients while ensuring successful execution of contracted ticketing services.
- Manages all event ticketing operations within the ticketing platform, ensuring effective utilization of available systems, reporting tools, and revenue-generating features.
- Directs event setup activities, including inventory management, pricing strategy development, seating configurations, promotional initiatives, and ticket programs.
- Serves as Ticketing Manager on Duty and provides leadership oversight for assigned concerts and special events.
- Manages event settlements, financial reconciliations, revenue tracking, promoter reporting, and post-event financial review.
- Analyzes ticket sales performance and implements strategies designed to maximize attendance, customer engagement, and event revenue.
- Collaborates with Athletics leadership and external units to support integrated ticketing, marketing, premium sales, fundraising, and retention efforts.
- Supervises, trains, and evaluates box office staff, temporary employees, student workers, and other assigned personnel while establishing operational standards and best practices.
- Assists with football ticket operations and Neville Arena Box Office leadership responsibilities on football gamedays while ensuring compliance with all University, SEC, NCAA, and state regulations governing ticket sales and distribution.

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	with no specific discipline.	and	4 years of	experience in ticketing operations, event or entertainment operations, venue operations, customer service, sales operations, athletics administration, or a related field.	Or
Master's Degree	with no specific discipline.	and	3 years of	experience in ticketing operations, event or entertainment operations, venue operations, customer service, sales operations, athletics administration, or a related field.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of ticketing operations, event management, revenue generation strategies, and venue operations principles and practices.	
Ability to develop and implement operational processes, ticketing strategies, and revenue-enhancing initiatives that support organizational goals.	
Ability to establish and maintain effective working relationships with promoters, clients, Athletics leadership, and external stakeholders.	
Skill in analyzing operational and financial information to support decision-making, event planning, and performance improvement.	
Ability to lead, develop, and supervise staff while fostering a high-performing, customer service-oriented work environment.	

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	

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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			