AUBURN
Human Resources

Assoc Dir, Athletics Digital Marketing

Job Description

JOB INFORMATION

Job Code	BB78
Job Description Title	Assoc Dir, Athletics Digital Marketing
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:	8/10/2026 12:00:38 PM

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

The Associate Director of Athletics Digital Marketing leads the planning, implementation, and optimization of digital marketing initiatives that support fan engagement, ticket sales, donor outreach, and revenue generation. This position develops campaign strategies, manages key digital marketing programs, oversees marketing automation and communication efforts, and manages day-to-day relationships with assigned partners and stakeholders. The Associate Director serves as a subject-matter resource for digital marketing and analytics, provides leadership to student interns, and recommends innovative strategies to enhance customer engagement and achieve departmental goals.

RESPONSIBILITIES

- Develops and implements digital marketing and communication strategies that support fan engagement, ticket sales, donor outreach, and departmental revenue objectives.
- Leads the planning, development, and deployment of targeted email communications and automated customer journeys designed to enhance customer experience and drive engagement.
- Oversees the execution of multi-channel digital marketing campaigns, including display advertising, social media advertising, retargeting, OTT, paid search, and emerging digital platforms.
- Provides functional leadership for digital communications initiatives by coordinating campaign priorities, recommending communication strategies, and ensuring alignment with departmental objectives.
- Leads the optimization of athletics websites, landing pages, and mobile content by identifying opportunities to improve usability, customer experience, engagement, and conversion metrics.
- Manages day-to-day relationships with Tigers Unlimited, Auburn Sports Properties, On to Victory (OTV) NIL Events, and other assigned partners to coordinate marketing initiatives and support shared organizational objectives.
- Directs the planning and implementation of fan engagement initiatives, including AU VIP Experiences, Aubie's Kids Club, and other assigned programs, while evaluating effectiveness and identifying opportunities for growth.
- Leads performance reporting and analysis for digital marketing initiatives by identifying trends, measuring outcomes, and recommending improvements to campaign strategy and execution.
- Provides guidance, training, and oversight to student interns while assisting with work assignment prioritization, project coordination, and professional development opportunities.
- Serves as a subject-matter resource on digital marketing, customer engagement, and marketing automation best practices while providing recommendations to departmental leadership regarding emerging trends and opportunities.

RESPONSIBILITIES

- 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	4 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 expertise in communications 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		
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.