AUBURN
Human Resources

Sr Assoc AD, Fan Experience & Creative Strategy

JOB INFORMATION

Job Code	BB91
Job Description Title	Sr Assoc AD, Fan Experience & Creative Strategy
Pay Grade	AT12
Range Minimum	$111,700
33rd %	$145,210
Range Midpoint	$161,970
67th %	$178,720
Range Maximum	$212,230
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	3/5/2025 12:03:32 PM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

The Senior Associate Athletics Director (AD) of Fan Experience & Creative Strategy provides strategic oversight and leadership for the three units falling within the Fan Experience and Creative Strategy unit to include Fan Experience, War Eagle Productions, and War Eagle Creative.

RESPONSIBILITIES

- Provides strategic oversight for the three units falling within the Fan Experience and Creative Strategy unit to include Fan Experience, War Eagle Productions, and War Eagle Creative. Creates a culture of collaboration between War Eagle Productions, War Eagle Creative, and Fan Experience units to maximize the experience for student athletes, fans, alumni, and students.
- Collaborates with the Deputy AD of External Affairs to execute the external affairs vision. Collaborates with the Senior Associate Athletics Director of Strategic Communications and Senior Associate Athletics Director of Marketing & Revenue Generation to maximize revenue, elevate game experience, ensure alignment of public relations messaging, and push Auburn to be an industry leader in all aspects of External Affairs.
- Directs all aspects of the Fan Experience team to include overseeing the staff to maximize game promotion to drive record crowds, while maximizing the in-venue experience to keep fans coming back. Develops and grows opportunities for revenue generation surrounding the game day experience, as well as through auxiliary programs managed by Fan Experience. Implements creative tactics, which will continually elevate the in-venue experience. Collaborates with vendors to enhance activations to maximize fan experience. Maximizes opportunities for community engagement and outreach. Works in partnership with the student group, The Jungle, to maximize the student experience.
- Directs all aspects of the War Eagle Creative team to include but not limited to building and maintaining status as industry leader in creative production, building and growing the Auburn Athletics brand, and implementing systems and processes to service the video, photo, and design needs of Auburn athletic programs and coaches at the highest level. Implements a system to optimize the output of marketing content, while maintaining the highest level of quality standards in production and design. Develops and maintains a strategic plan for equipment needs and maintenance.
- Directs all aspects of the War Eagle Productions team to include providing support and strategic leadership to achieve maximum output of high-level productions, both in-venue and via SEC Network partnerships. Continually innovates to maintain status as industry leader in production. Develops and maintains strategic plan for equipment needs and maintenance.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

RESPONSIBILITIES

- Provide daily leadership and support for third-party promoter focused on concert and large-scale event bookings. These responsibilities include, but are not limited to, managing venue availability, serving as primary liaison for event and artist vetting, as well as coordination of local contractors, City of Auburn and other necessary entities to meet all needs required to fulfill and exceed contractual obligations to ensure fulfillment of financial guarantees and generating incremental revenue.
- Direct and lead external fan initiatives with campus and community partners beyond regularly scheduled athletic events. Examples include AMBUSH, post-season events and celebrations, alumni and fan engagement events.
- Serve as the liaison to the Southeastern Conference for all in-venue and marketing executions.
- Direct and oversee all department-wide creative campaigns and rollouts.
- Lead all brand strategy, content and social media efforts for football and men's and women's basketball, including management of sports-specific staff members.

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, Communications, Marketing, Journalism, Business, Education, Sports Administration, or related field.	and	8 years of	Experience in progressively responsible roles in collegiate athletics external operations or related field within athletics (i.e. marketing, communications, ticketing, branding, multimedia, outreach, etc.). At least two (2) years of supervising and managing full time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communication theories, concepts, techniques, mediums, and strategies.	
Ability to communicate in an effective manner, in writing and verbally, with numerous constituencies.	
Ability to be detail-oriented in a fast-paced high pressure environment.	
Demonstrated working relationships with administrators, support staff, constituents, coaches and student-athletes.	
Excellent administrative, organizational, time management, computer application, communication and personnel management 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	
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.