AUBURN
Human Resources

Sr Assoc AD, Athletics Marketing & Revenue Generation

JOB INFORMATION

Job Code	BB92
Job Description Title	Sr Assoc AD, Athletics Marketing & Revenue Generation
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 12:03:53 PM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

The Senior Associate Athletics Director (AD) of Athletics Marketing and Revenue Generation provides daily leadership for the three units within the Marketing & Revenue Generation unit: Marketing and Digital Strategy, Ticket Operations and Sales, and Auburn Sports Properties and other revenue-generating auxiliaries and partnerships.

RESPONSIBILITIES

- Provides daily leadership for the three units falling within the Marketing & Revenue Generation unit to include Marketing and Digital Strategy, Ticket Operations and Sales, and Auburn Sports Properties and other revenue-generating auxiliaries and partnerships. Creates a culture of collaboration between Marketing, Ticket Operations and Sales, and Auburn Sports Properties units to maximize revenue generation and the fan experience. Implements strategies to drive revenue growth on an annual basis.
- Work in partnership with the Deputy AD, External Affairs to execute the external affairs vision. Collaborates with the Senior Associate Athletics Director of Strategic Communications and Senior Associate Athletics Director of Fan Experience & Creative Strategy 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.
- Provides strategic leadership for the Ticket Operations & Sales teams to include but not limited to implementing strategies to maximize revenue generation and drive sold-out crowds, developing a strategic plan for yearly sales and retention efforts, implementing creative tactics to elevate the ticketing experience, and maximizes opportunities for community engagement and outreach. Develops and grows opportunities for revenue generation surrounding ticket sales and the game day experience, including continued exploration of pricing and sales strategies. Collaborates with Marketing & Fan Experience teams to develop sales plans.
- Provides strategic leadership for the Marketing & Digital Strategy team to include implementing strategies to maximize digital outreach efforts through email marketing, organic and paid social media, and paid and digital marketing efforts. Develops comprehensive social media strategy to service the strategic needs of the Auburn athletic programs, while also driving revenue and engagement and grows use of automation to increase touch points with the Auburn Family. Implements systems to track and report sales through digital channels.
- Provides strategic leadership for all revenue-generating partnerships. Continually innovates to find new revenue-generating partnerships, while maximizing the revenue derived from existing partnerships, ReveIXP, Auburn Sports Properties, DyeHard, BrandR, SeatGeek, Dynamic Pricing Partners, etc.
- 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, building and generating revenue proformas, serving as primary liaison for all ticketing and revenue generating aspects of the events, coordinating with local and campus entities for revenue-based event need – such as concessions, merchandise, RevelXP and related entities, as well as all other needs required to fulfill and exceed contractual obligations to ensure fulfillment of financial guarantees and generating incremental revenue.
- Provide daily leadership for concessionaire Aramark to maximize operational growth across all athletic venues to grow revenue and improve the fan experience.
- Coordinate and work in partnership with athletics information technology to implement department-wide data warehouse to streamline data sources, grow leads, and improve the user experience across all Auburn Athletics digital platforms.

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 Marketing, Communications, Public Relations, Business Administration, Journalism, Sports Administration, Sports Management, or related field.	and	8 years of	Experience in digital marketing, business operations, sales or ticket management in an Intercollegiate Ticket Operations environment. At least two (2) years of supervising and managing full time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of best practices in online marketing and experience in delivering qualified traffic, conversion, and revenue.	
Ability to manage multiple projects and prioritize effectively in a fast-paced environment.	
Strong communication and presentation skills.	
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.