



JOB INFORMATION

Job Code	BA13
Job Description Title	Dir, Athletics Marketing
Pay Grade	MC10
Range Minimum	\$56,940
33rd %	\$70,230
Range Midpoint	\$76,870
67th %	\$83,510
Range Maximum	\$96,800
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	4/17/2023

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Reporting to the Senior Associate Athletics Director (AD) of Fan Experience & Creative Strategy, the Director of Athletics Marketing is responsible for managing the daily operations and efficiency of the marketing and fan experience department of Auburn University Athletics maximizing the department's revenue, attendance and the best student-athlete and fan experience, while elevating the Auburn brand to the highest profile possible. Oversees 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 staffs and external affairs units, to meet or exceed their objectives. Serves as the primary contact for the marketing and game experience needs for football and men's basketball, and supervises the staff to oversee other assigned sports.

RESPONSIBILITIES

- Working closely with the Senior Associate AD of Fan Experience & Creative Strategy related to developing revenue generating sales plans for all sports to maximize outreach and drive sales.
- Manages, develops, and executes marketing plans and strategies that achieve the goals and objectives of Auburn University Athletics. Provides leadership, supervision, and providing 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 Football and 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.
- Performs other related duties as assigned.

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.
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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 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, Business Management, Business Administration, Sports Management, Public Relations, or related field. Master's degree in Sports Administration, Marketing, Public Relations, or other related field is desired.	5 years of	Experience in developing marketing and promotional plans for collegiate athletic programs. At least one (1) year of supervising, leading, or mentoring full time employees.

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	
Repetitive Motions				X		

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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 and distinguish colors.