

JOB INFORMATION

Job Code	BA15
Job Description Title	Sr Assoc AD, Championship Resources
Pay Grade	AT11
Range Minimum	\$89,600
33rd %	\$116,490
Range Midpoint	\$129,930
67th %	\$143,370
Range Maximum	\$170,250
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	1/10/2023

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Administration

JOB SUMMARY

Reporting to the Executive Associate Athletics Director, Senior Woman Administrator, the Senior Associate Athletics Director for Championship Resources is responsible for the leadership and oversight of all operations surrounding Name, Image, and Likeness (NIL) programming at Auburn Athletics.

RESPONSIBILITIES

- Leads the Auburn Athletics NIL program, SPIRIT, to conceptualize and coordinate programming and resources. Monitors NIL activity reporting and data management.
- Oversees strategic partnerships and resources and maintains administrative oversight for SPIRIT. Oversees SPIRIT landing page, social media platforms, marketing and communications strategies, and digital content development to promote SPIRIT initiatives, programming and capture the impact of NIL on the student-athlete experience. Serves as the primary contact for external university NIL partners supporting SPIRIT NIL operations.
- Oversees the processing and management of student-athlete NIL opportunities to ensure NCAA, SEC, and institutional compliance.
- Serves as primary NIL contact for internal and external stakeholders including student-athletes, coaches, staff, boosters, third party individuals, and local businesses in accordance with applicable university, state, federal and NCAA guidelines.
- Serves as the liaison on all NIL-related matters between all relevant university stakeholders.
- Oversees the implementation of a comprehensive annual NIL education program for prospective student-athletes, parents, current student-athletes, coaches, internal and external stakeholders.
- Assists with diversity, equity, and inclusion (DEI) programming to drive the development, design, and implementation of initiatives that fosters a diverse and inclusive workplace culture and enhance the ability to recruit, develop and retain a high-performing, diverse workforce. Assists with mentoring and leadership development programming and assists with donor development.
- Collaborates on NIL initiatives and cross-department functions with other Auburn Athletics units including but not limited to; compliance, student-athlete development, Multimedia Production, marketing, and licensing.
- Oversees Auburn Athletics agent registration and monitoring process to ensure NCAA, SEC, and institutional compliance.
- Remain up to date on the latest NIL trends, including legislative advancements, NCAA compliance regulations and vendor landscape evolutions.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.
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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	No Specific Discipline.	And	5 years of	Experience in athletics programs with at least 2 years of experience in college athletics administration, compliance, sport management, marketing, media rights, or fundraising.

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of SEC and NCAA rules and regulations;

Ability to interpret and apply SEC and NCAA bylaws.

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.