

### JOB INFORMATION

Job Code	BA44
Job Description Title	Sr Assoc AD, External Affairs
Pay Grade	AT13
Range Minimum	\$119,590
33rd %	\$159,450
Range Midpoint	\$179,380
67th %	\$199,310
Range Maximum	\$239,170
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	4/15/2021

### JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Administration

### JOB SUMMARY

Reporting to the Athletic Director, the Senior Associate Athletic Director for External Affairs oversees and has primary responsibility for all external functions of Auburn University's Athletic Department including Branding, Communications, Marketing and Promotions, Ticketing, Merchandising, Spirit Squads, Community Outreach, War Eagle Productions, and Auburn Sports Properties.

### RESPONSIBILITIES

- Directs, oversees, and approves all branding, communications, marketing, ticketing, merchandising, outreach, and video production plans; and ensures development and implementation of branding, communications, marketing and promotions plans for the Athletics Department and each sports program.
- Ensures Athletics Department approval of branding initiatives, event ticket pricing structures, community outreach initiatives, and other initiatives as applicable.
- Directs revenue development of the external units of the Athletics Department, including marketing campaigns and ticket sales strategies, as well as maximizes the value of multi-media rights sponsorships, merchandising partnerships, and other revenue producing contracts.
- Develops, monitors, and authorizes operating budgets and budget expenditures for all external units.
- Directs and supervises direct reports and subordinate personnel in accordance with sound leadership principles and University personnel policies, procedures, and guidelines; and assesses the performance of all direct reports and personnel employed within the Athletics Department's external units.
- Directs and supervises selected sports programs, managing, planning, coordinating, negotiating, evaluating, advising, and budgeting of programs and personnel.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

### SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Supervises others with full supervisory responsibility.
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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 Public Relations, Communications, Marketing, Journalism, Business, Education, Sports Administration, or related field	And	10 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.)	

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Ability to evaluate, develop and implement athletic programs, activities and events, and make effective recommendations related to those areas.

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.

Ability to travel, work evenings and weekends as needed for position duties.

## 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.