
Auburn University Job Description

Job Title: **Chief Revenue Officer**

Job Family: No Family

Job Code: **BA80**

Unclassified

FLSA status: Exempt

Job Summary

Develops, directs, manages, and tracks strategic revenue generating objectives and cost saving opportunities across all lines of business.

Essential Functions

1. Oversees all revenue streams for Auburn Athletics and provides leadership in promoting, developing, and building the team and strategy to move all initiatives forward.
2. Partners with all departments within the organization on all revenue-related programs to oversee licensing agreements, sponsorships, contracts, etc.
3. Partners with leadership to enhance financial growth with emphasis on revenue generation that best represents the Auburn Athletics brand, doing so in such a way as to effectively balance marketing and media efforts, both internally and externally.
4. Supports the Director of Athletics in evaluating the strategic plan, the growth strategies, and all related initiatives.
5. Develops a strategy that maximizes long-term revenue growth from all commercial streams (i.e., branding, licensing partnerships, sponsorship, television, digital media, naming rights, etc.) while involving and working with all appropriate personnel.
6. Works with Auburn Sports Properties, building mutually beneficial and profitable relationships with the sponsored community and strives to enhance relationships with existing partners while working to identify new organizations with which to collaborate.
7. Understands and utilizes technology and digital content as an important aspect of the partnership package.
8. Develops new procedures to facilitate Fan Engagement (i.e., payment plans for season-ticket holders, increased engagement around all sports, rewards for being multi-sport season ticket holders, etc.).
9. Develops and proposes new revenue streams (PSL's, Naming Rights, Fan Inclusive Programs, etc.).

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.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Marketing, Finance, Business Administration, Sports Management or related field.
Experience (yrs.)	7	Seven years senior-level, successful and creative sponsorship sales experience. Experience in revenue generation, brand management, marketing or strategic planning. Experience negotiating and closing deals while working with legal counsel through contract execution.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Extensive and indepth knowledge of collegiate sports marketing, finance and Athletic Operations.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

Regularly involves lifting, bending or other physical exertion. Often exposed to one or more elements such as heat, cold, noise, dust, dirt, chemicals, etc., with one often to the point of being objectionable. Injuries may require professional treatment.

Externally imposed deadlines; set or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires standing, walking, sitting, talking, hearing, handling objects with hands, .

Job occasionally requires reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 9/13/2017
