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## Auburn University Job Description

Job Title:	<b>Spec, Fan Experience</b>	Level I	Grade MC07 \$41,600 - \$62,400
Working Title:	<b>Asst/Assoc Dir, Fan Experience</b>	Level II	Grade MC08 \$45,000 - \$72,000
Job Code:	<b>BB04</b>	Level III	Grade MC09 \$50,600 - \$81,000
FLSA status:	Exempt		

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### Job Summary

Reporting to the Director of Athletics Marketing, the Fan Experience Specialists develops, coordinates, and implements promotional plans and game presentations for the intercollegiate sports programs to create a preeminent experience for fans, student athletes, alumni and students. Assists in revenue generation through fan experience initiatives.

### Essential Functions

1. Work in partnership with the Director of Fan Experience to lead the development of game production and fan experience for all of Auburn's 19 athletic programs.
2. Develops, plans, and executes fan experience and promotional strategies, directs in-game activities such as promotions, music, and videos, and creates engaging sponsorship elements for fans and student athletes.
3. Conducts market analyses to determine ways of promoting Auburn's athletics program. Identifies, develops, and grows opportunities for revenue generation surrounding the game day experience, as well as through auxiliary programs managed by Fan Experience.
4. Assists in developing a culture of collaboration between War Eagle Productions, War Eagle Creative, and Fan Experience units to maximize the experience for student athletes, fans, alumni and students.
5. Cultivates partnerships with sponsors to maximize sponsor satisfaction, while enhancing fan experience.
6. Analyzes marketing programs and adjusts strategy and tactics to increase effectiveness.
7. Provides reports, analysis and regular status reports on marketing programs.
8. Identifies potential contributors to special project funds and ongoing programs through examination of past records, individual and corporate contracts and community knowledge. Coordinates with the fan experience staff and local community organizations on the planning and preparation for special city-wide and university events.
9. May assists with annual budget preparation, while tracking and monitoring expenditures.
10. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

### Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

*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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## Auburn University Job Description

### Job Family Levels

Level	Responsibility	Knowledge	Education and Experience*
I	Under immediate supervision, performs standard tasks using established methods, principles, concepts and procedures related to a specialized field. Judgments are made on routine matters of relatively small impact.	Knows fundamental concepts, practices and procedures of particular field of specialization.	Bachelor's degree in discipline appropriate to position with no experience.
II	Under close supervision, performs varied duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.	Knows and applies fundamental concepts, practices, and procedures of particular field of specialization, with awareness of related fields.	Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
III	Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined, but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to managers or faculty.	Possesses and applies a broad knowledge of principles, practices and procedures of a particular field of specialization to the completion of difficult assignments. Also possesses knowledge of related fields and areas of operation which affect, or are affected by, own area.	Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

\* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.

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## Auburn University Job Description

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### Minimum Required Education and Experience

- Level I** Bachelor's degree in discipline appropriate to position with no experience.
- Level II** Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level III** Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

#### Focus of Education

Bachelor's degree in Marketing, Business, Sports Management, Public Relations, or related field.  
Master's degree in sports marketing, sports management, or related field is desired.

#### Focus of Experience

Experience in marketing and promotions at the collegiate or professional level required.

#### Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

#### Substitutions allowed for Experience:

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

#### Minimum Required Knowledge

See Job Family Levels

#### Certification or Licensure Requirements:

None Required.

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### Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires standing, sitting, reaching, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires walking, .

Vision requirements: Ability to see information in print and/or electronically, ability to distinguish colors.

Date: 4/17/2023

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