



JOB INFORMATION

Job Code	BB04B
Job Description Title	Spec II, Fan Experience
Pay Grade	MC08
Range Minimum	\$46,720
33rd %	\$56,070
Range Midpoint	\$60,740
67th %	\$65,410
Range Maximum	\$74,750
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 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.

RESPONSIBILITIES

- 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.
- 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.
- 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.
- 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.
- Cultivates partnerships with sponsors to maximize sponsor satisfaction, while enhancing fan experience.
- Analyzes marketing programs and adjusts strategy and tactics to increase effectiveness.
- Provides reports, analysis and regular status reports on marketing programs.
- 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.
- May assists with annual budget preparation, while tracking and monitoring expenditures.
- 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	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	In Marketing, Business, Sports Management, Public Relations, or related field. Master's degree in sports marketing, sports management, or related field is desired.	And	2 years of	Experience in marketing and promotions at the collegiate or professional level required.

Substitutions Allowed for Experience Yes

Substitution 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 KNOWLEDGE, SKILLS, & ABILITIES

Knows and applies fundamental concepts, practices, and procedures of particular field of specialization, with awareness of related fields.

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 and distinguish colors.