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## Auburn University Job Description

Job Title: **Dir, Ath Ticket Sales & Service**

Grade AT06: \$45,400 - \$72,600

Job Code: **BB45**

FLSA status: Exempt

Job Family: Athletics

Job Function:

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### Job Summary

Reporting to the Senior Director of Ticket Sales & Service, the Director of Ticket Sales & Service is responsible for managing all aspects of the Ticket Sales & Service team. Drives new sales for revenue-generating sports, retaining existing customers, and capitalizing on leads to bring in new long-term season ticket holders.

### Essential Functions

1. Manages all aspects of the Ticket Sales & Service team, including driving new sales for revenue-generating sports retaining existing customers, capitalizing on leads to secure new long-term season ticket holders, and supervising the Ticket Sales & Service employees. Manages the team with a goal-oriented approach to achieve sales targets and deliver exceptional customer service.
2. Manages lead generation process including assigning sales leads to the respective employees. Manages and implements strategies to generate potential leads, ensuring they are efficiently distributed among the sales team. Monitors the progress and outcomes of lead assignments to optimize sales efforts and maximize conversion rates.
3. Conducts outbound calls to engage leads and effectively sell tickets, leveraging leads that have been generated through digital interactions. Adapts sales strategies based on the specific needs and preferences of each lead, maximizing the likelihood of successful conversions and revenue generation.
4. Assists in game day box office needs at all revenue-generating sports. Assists in tasks such as ticket sales, resolving customer inquiries or issues, managing will-call services, and ensuring efficient entry and seating processes. Works diligently to create a positive and seamless ticketing experience for attendees at sporting events.
5. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
6. Performs other related duties as assigned.

### 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>   |
|--------------------------|-------------------|--|
| <b>Education</b>         | Bachelor's Degree | Degree in Marketing, Public Relations, Sales, Business, Sports Management, or related field. A Master's degree in Sports Administration, Marketing, Sales, Business, or Public Relations is desired.                 |
| <b>Experience (yrs.)</b> | 4                 | Experience in business operations, ticket sales, or sales operations including taking leads to drive sales and retain existing customers. Experience in an Intercollegiate Ticket Operations environment is desired. |

#### 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

Ability to communicate effectively with others verbally and in writing. Knowledge of sales and customer services best practices and demonstrated track record in sales and building quality relationships. Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations; ticketing principles, personnel management and budget planning. Ability to show consideration for and maintain good relationships with others. Knowledge of sales and customer service best practices and demonstrated track record in sales and building quality relationships.

#### Certification or Licensure Requirements

None required.

#### Pre-Employment Screening 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, walking, sitting, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 100 pounds.

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

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Date: 6/21/2023

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