

### JOB INFORMATION

|                       |  |
|-----------------------|--|
| Job Code              | BB63                                     |
| Job Description Title | Sr Dir, Athletic Ticket Sales & Strategy |
| Pay Grade             | AT07                                     |
| Range Minimum         | \$52,710                                 |
| 33rd %                | \$65,010                                 |
| Range Midpoint        | \$71,160                                 |
| 67th %                | \$77,310                                 |
| Range Maximum         | \$89,610                                 |
| Exemption Status      | Exempt                                   |
| Approved Date:        | 5/13/2024 2:07:56 PM                     |

### JOB FAMILY AND FUNCTION

|               |                     |
|---------------|---------------------|
| Job Family:   | Athletics           |
| Job Function: | Athletics Ticketing |

### JOB SUMMARY

The Senior Director of Ticket Sales & Strategy directs the overall sales and service strategy for the internal sales team. Develops the short-and long-term operational sales and service strategies, working to analyze, develop, and implement new initiatives to enhance the sales team's effectiveness, while ensuring the best sales leads are focused on first. The Senior Director assumes several leadership roles, including fiscal management, customer service, involvement in gameday operations, management of the customer relationship management (CRM) system, reporting, and lead generation and scoring. Supervises the Manager of Ticket Sales & Customer Service and collaborates closely with the unit leaders of Ticket Operations, Digital Marketing & Social Media, Fan Experience, and Tigers Unlimited.

### RESPONSIBILITIES

- Responsible for the day-to-day management and provides strategic vision and direction to Auburn's ticket sales team, overseeing their activities and ensuring alignment with the overall sales and service strategy. Provides oversight and guidance to the Director of Ticket Sales & Customer Service and collaborates on lead identification and scoring for the outbound sales team.
- Works with sales team and marketing to analyze, develop, and implement new business initiatives to enhance effectiveness, ensure the best sales leads are focused on first, and reporting is accurate and relevant.
- Develops and implements short-and long-term operational sales strategies to enhance the effectiveness of the ticket sales team. Analyzes market trends, identifies new opportunities, and introduces innovative initiatives to drive ticket sales and revenue.
- Work closely with leaders from various units, such as Ticket Operations, Digital Marketing & Social Media, Fan Experience, and Tigers Unlimited. Collaborates on cross-functional projects, shares insights, and aligns strategies to enhance overall ticket sales performance and provides an exceptional customer experience. Works in conjunction with Ticket Operations, Marketing, and Tigers Unlimited in forecasting ticket revenue. Collaborates with the Ticket Operations team in budget and pricing recommendations for ticket packages and single game pricing.
- Oversees the daily management of the CRM system, ensuring its seamless operation and optimal performance. Leads in organizing and conducting salesforce training sessions as part of the onboarding process for new ticket sales, operations, and development staff members. These training sessions aim to equip the team with the necessary knowledge and skills to effectively utilize the CRM system, enhancing their ability to manage customer interactions, track sales activities, and maximize revenue opportunities.
- Creates standard and custom reports and dashboards to track campaigns and activities, enabling comprehensive monitoring of key metrics and facilitating informed decision-making. These reporting tools provide insights into sales performance, customer engagement, and campaign effectiveness, aiding in strategic adjustments and identifying areas for improvement.

## RESPONSIBILITIES

- Oversees the Director of Ticket Sales & Customer Service.
- Assists with gameday activities and box office customer service at Football and select sporting events.
- 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.

## 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, Business, Marketing, Communications, Sports Administration/Management, or related field. Master's degree is desired. | And | 4 years of          | Experience in business operations, ticket sales, sales operations, data management, or customer relationship management (CRM) systems. At least 1 year of supervising or leading full-time employees. Experience in an Intercollegiate Ticket Operations environment is desired. |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

|  |     |
|--|-----|
| Knowledge of Paciolan ticketing platform (eQuery, T.Res, Pac-Fund, Ticket Intelligence, etc.), and their integrated partners (Salesforce, Seatgeek, Tableau, Fevo, Vozzi, etc.).   | And |
| Knowledge of sales and customer service best practices, demonstrated track record of sales and relationship building, personnel management, CRM systems (Salesforce preferred), and ticketing and development software (Paciolan preferred). | And |
| Knowledge of customer relationship management (CRM) systems and ticketing & development software such as Paciolan (as well as their integrated partners).  | And |
| Excellent communication skills both verbal and written, and attention to detail.   |     |

## 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          |            |        |

## PHYSICAL DEMANDS

| Physical Demand               | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|-------------------------------|-------|--------|--------------|------------|------------|--------|
| 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.

### Travel Requirements:

None Required