
Auburn University Job Description

Job Title: **Spec, Athletics Digital Marketing** Grade MC07 \$41,600 - \$62,400
Job Code: **BB66**
FLSA status: Exempt
Job Family: Marketing, Communications, & Multimedia
Job Function: Marketing

Job Summary

The Athletics Digital Marketing Specialist is responsible for the email marketing tool and digital marketing campaigns, with a focus on driving ticket revenue, revenue for special programs and maximizing exposure for all sports through effective digital marketing strategies.

Essential Functions

1. Assists in the development and execution of strategic plans for email and digital communications, incorporating diverse messaging, segmentation, and forms of communication with direction from supervisor.
2. Creates and distributes emails to fans, season ticket holders, students, donors, and alumni, using a marketing automation platform.
3. Assists in the development and execution of marketing automation campaigns that generate ancillary revenue and enhance the customer journey.
4. Plans and executes digital marketing campaigns, including but not limited to all lead generation, display, retargeting, billboard, TV, Over-the-top (OTT) and social media advertising strategies.
5. Works with creative staff to curate content for use on athletics emails, web pages, and digital campaigns that enhances the profile of Auburn Athletics and invites readers to act.
6. Assists in the design and execution of web pages to promote marketing and sales objectives and enhance customer experience.
7. Coordinates with athletics development and alumni relations to produce cohesive communication plans.
8. Coordinates and manages day-to-day digital requirements for experience program, "Tiger Tales" and kid's club program, "Aubie's Kids Club".
9. Collaborates with outside agencies regarding communications materials involving planning, design, cost estimates, flighting, and channel placement.
10. Analyzes performance of emails and other digital communications and provides strategic recommendations for continued improvement.
11. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
12. Performs other duties as assigned.

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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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Bachelor's Degree	Degree in Communications, Marketing, Business, or related field.
Experience (yrs.)	0	Experience in marketing and communications services.

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

Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituents in a diverse community. Proven expertise in communications including writing, proofreading, and editing skills. Extensive computer skills in both Windows and Mac environments. Expertise in Microsoft Office Suite including Word, Excel, and PowerPoint; expertise in using e-mail packages, WebEx, and the Internet. Working knowledge of Adobe Creative Suite (Photoshop, InDesign, Illustrator). Excellent organizational skills; ability to manage multiple projects occurring within a short timeframe; must be very detail-oriented. Ability to set and meet deadlines. Ability to solve problems associated with development-related communications and initiatives. Ability to develop constructive working relationships with university employees at all levels, vendors, alumni, donors, friends, and/or the general public. Ability to work as a member of a team and/or independently in a fast-paced environment.

Certification or Licensure Requirements

None required.

Pre-Employment Screening Requirements

None required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

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 sitting, talking, hearing, .

Job occasionally requires standing, walking, reaching, and lifting up to 10 pounds.

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

Date: 8/11/2023
