



JOB INFORMATION

Job Code	BB66
Job Description Title	Spec, Ath Digital Marketing
Pay Grade	MC07
Range Minimum	\$44,050
33rd %	\$51,400
Range Midpoint	\$55,070
67th %	\$58,740
Range Maximum	\$66,080
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	8/11/2023

JOB FAMILY AND FUNCTION

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.

RESPONSIBILITIES

- 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.
- Creates and distributes emails to fans, season ticket holders, students, donors, and alumni, using a marketing automation platform.
- Assists in the development and execution of marketing automation campaigns that generate ancillary revenue and enhance the customer journey.
- 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.
- 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.
- Assists in the design and execution of web pages to promote marketing and sales objectives and enhance customer experience.
- Coordinates with athletics development and alumni relations to produce cohesive communication plans.
- Coordinates and manages day-to-day digital requirements for experience program, "Tiger Tales" and kid's club program, "Aubie's Kids Club".
- Collaborates with outside agencies regarding communications materials involving planning, design, cost estimates, lighting, and channel placement.
- Analyzes performance of emails and other digital communications and provides strategic recommendations for continued improvement.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

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	Degree in Communications, Marketing, Business, or related field.	and	0 years of	Experience in marketing and communications services.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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 email 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.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired
None Required.			

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other
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PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		
Lifting			X			10 lbs
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking				X		

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.