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## Auburn University Job Description

Job Title:	<b>Sr Assoc AD, Fan Experience &amp; Creative Strategy</b>	Job Family:	No Family
Job Code:	<b>BB91</b>	Grade AT11:	\$85,500 - \$162,500
FLSA status:	Exempt		

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### Job Summary

The Senior Associate Athletics Director (AD) of Fan Experience & Creative Strategy provides strategic oversight and leadership for the three units falling within the Fan Experience and Creative Strategy unit to include Fan Experience, War Eagle Productions, and War Eagle Creative.

### Essential Functions

1. Provides strategic oversight for the three units falling within the Fan Experience and Creative Strategy unit to include Fan Experience, War Eagle Productions, and War Eagle Creative. Creates 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.
2. Collaborates with the Deputy AD of External Affairs to execute the external affairs vision. Collaborates with the Senior Associate Athletics Director of Strategic Communications and Senior Associate Athletics Director of Marketing & Revenue Generation to maximize revenue, elevate game experience, ensure alignment of public relations messaging, and push Auburn to be an industry leader in all aspects of External Affairs.
3. Directs all aspects of the Fan Experience team to include overseeing the staff to maximize game promotion to drive record crowds, while maximizing the in-venue experience to keep fans coming back. Develops and grows opportunities for revenue generation surrounding the game day experience, as well as through auxiliary programs managed by Fan Experience. Implements creative tactics, which will continually elevate the in-venue experience. Collaborates with vendors to enhance activations to maximize fan experience. Maximizes opportunities for community engagement and outreach. Works in partnership with the student group, The Jungle, to maximize the student experience.
4. Directs all aspects of the War Eagle Creative team to include but not limited to building and maintaining status as industry leader in creative production, building and growing the Auburn Athletics brand, and implementing systems and processes to service the video, photo, and design needs of Auburn athletic programs and coaches at the highest level. Implements a system to optimize the output of marketing content, while maintaining the highest level of quality standards in production and design. Develops and maintains a strategic plan for equipment needs and maintenance.
5. Directs all aspects of the War Eagle Productions team to include providing support and strategic leadership to achieve maximum output of high-level productions, both in-venue and via SEC Network partnerships. Continually innovates to maintain status as industry leader in production. Develops and maintains strategic plan for equipment needs and maintenance.
6. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
7. Performs other related duties as assigned.

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### Supervisory Responsibility

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**Auburn University Job Description**  
**Supervisory Responsibility**

Supervises others with full supervisory responsibility.

*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>	Four-year college degree	Degree in Public Relations, Communications, Marketing, Journalism, Business, Education, Sports Administration, or related field.
<b>Experience (yrs.)</b>	8	Experience in progressively responsible roles in collegiate athletics external operations or related field within athletics (i.e. marketing, communications, ticketing, branding, multimedia, outreach, etc.). At least two (2) years of supervising and managing full time employees.

#### **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**

Knowledge of various marketing and communication theories, concepts, techniques, mediums, and strategies. Ability to communicate in an effective manner, in writing and verbally, with numerous constituencies. Ability to be detail-oriented in a fast-paced high pressure environment. Demonstrated working relationships with administrators, support staff, constituents, coaches and student-athletes. Excellent administrative, organizational, time management, computer application, communication and personnel management skills.

#### **Certification or Licensure Requirements**

None Required.

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### Physical Requirements/ADA

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

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires standing, walking, sitting, reaching, talking, hearing, handling objects with hands, and lifting up to 10 pounds.

Job occasionally requires climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 10 pounds.

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

Date: 2/28/2023

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