
Auburn University Job Description

Job Title:	Sr Assoc AD, Athletics Marketing & Revenue Generation	Job Family:	No Family
Job Code:	BB92	Grade AT11:	\$85,500 - \$162,500
FLSA status:	Exempt		

Job Summary

The Senior Associate Athletics Director (AD) of Athletics Marketing and Revenue Generation provides daily leadership for the three units within the Marketing & Revenue Generation unit: Marketing and Digital Strategy, Ticket Operations and Sales, and Auburn Sports Properties and other revenue-generating auxiliaries and partnerships.

Essential Functions

1. Provides daily leadership for the three units falling within the Marketing & Revenue Generation unit to include Marketing and Digital Strategy, Ticket Operations and Sales, and Auburn Sports Properties and other revenue-generating auxiliaries and partnerships. Creates a culture of collaboration between Marketing, Ticket Operations and Sales, and Auburn Sports Properties units to maximize revenue generation and the fan experience. Implements strategies to drive revenue growth on an annual basis.
 2. Work in partnership with the Deputy AD, External Affairs to execute the external affairs vision. Collaborates with the Senior Associate Athletics Director of Strategic Communications and Senior Associate Athletics Director of Fan Experience & Creative Strategy 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. Provides strategic leadership for the Ticket Operations & Sales teams to include but not limited to implementing strategies to maximize revenue generation and drive sold-out crowds, developing a strategic plan for yearly sales and retention efforts, implementing creative tactics to elevate the ticketing experience, and maximizes opportunities for community engagement and outreach. Develops and grows opportunities for revenue generation surrounding ticket sales and the game day experience, including continued exploration of pricing and sales strategies. Collaborates with Marketing & Fan Experience teams to develop sales plans.
 4. Provides strategic leadership for the Marketing & Digital Strategy team to include implementing strategies to maximize digital outreach efforts through email marketing, organic and paid social media, and paid and digital marketing efforts. Develops comprehensive social media strategy to service the strategic needs of the Auburn athletic programs, while also driving revenue and engagement and grows use of automation to increase touch points with the Auburn Family. Implements systems to track and report sales through digital channels.
 5. Provides strategic leadership for all revenue-generating partnerships. Continually innovates to find new revenue-generating partnerships, while maximizing the revenue derived from existing partnerships, RevelXP, Auburn Sports Properties, DyeHard, BrandR, SeatGeek, Dynamic Pricing Partners, etc.
 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.
-

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.



Auburn University Job Description

Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Marketing, Communications, Public Relations, Business Administration, Journalism, Sports Administration, Sports Management, or related field.
Experience (yrs.)	8	Experience in digital marketing, business operations, sales or ticket management in an Intercollegiate Ticket Operations environment. 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 best practices in online marketing and experience in delivering qualified traffic, conversion, and revenue. Ability to manage multiple projects and prioritize effectively in a fast-paced environment. Strong communication and presentation skills. 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.

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.

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

Date: 2/28/2023
