
Auburn University Job Description

Job Title: **Asst AD, Digital Revenue Strategy**

Job Family: No Family

Job Code: **BB96**

Grade AT09: \$64,100 - \$115,400

FLSA status: Exempt

Job Summary

Reporting to the Senior Associate Athletics Director (AD) of Marketing & Revenue Generation, the Assistant AD of Digital Revenue Strategy manages the daily operations of the Marketing and Digital Strategy team, with a focus on driving revenue growth through effective digital revenue strategies. Drives revenue growth by providing leadership to the employees within the Marketing and Digital Strategy team to include digital marketing and automation, and web and social media strategy. Works closely with the leadership team to ensure that all digital initiatives align with the overall revenue strategy of Auburn Athletics.

Essential Functions

1. Manages and supervises the daily operations and employees of the Marketing and Digital Strategy team to include Digital Marketing and Automation, and Web and Social Strategy while focusing on driving revenue growth through digital revenue strategies.
 2. Leads the daily activities of the Marketing and Digital Strategy team and assumes responsibility for all facets of the team's operations. Responsible for executing plans to optimize digital outreach through initiatives such as email marketing, organic and paid social media, and digital marketing campaigns. Seeks to leverage automation to increase interactions with the Auburn community.
 3. Develops a comprehensive social media strategy that meet the strategic needs of the Auburn athletic programs while driving revenue and engagement. Improves the user experience on the Auburn Athletics website, generating leads and opportunities for revenue growth. Implements and monitors a system to monitor and report sales achieved via digital channels.
 4. Works in partnership with the Senior Associate AD, Marketing & Revenue Generation to execute the vision of the unit, as well as the overall external affairs vision. Serves as a part of the External Leadership Team, collaborating with other department heads to optimize revenue, enhance the game experience, maintain coherence in public relations messaging, and position Auburn as an industry leader in all areas of External Affairs.
 5. Exhibits a culture of collaboration between Digital Revenue Strategy team, Ticketing (operations, sales, and customer service/retention), and auxiliary partnership (Auburn Sports Properties, RevelXP, etc.) units to maximize opportunities for lead generation and revenue growth.
 6. Assists the War Eagle Productions, Fan Experience, and Community Relations teams in achieving their goals of producing high-quality content and fostering engagement. Provides support with the Fan Experience team to maximize game promotion, attract record crowds, and enhance the in-venue experience for fans. Provides support to the Strategic Communications team to ensure consistency in messaging across departments while strengthening the brand of student-athletes, Auburn Athletics, and Auburn University. Creates strategies to continually improve the in-venue experience and elevate the Auburn brand. Assists in identifying opportunities for community engagement and outreach, as well as optimizing the student experience.
 7. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
 8. Performs other related duties as assigned.
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Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

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

	Minimum	Focus of Education/Experience
Education	Four-year college degree	Degree in Business, Marketing, Communications, Public Relations, Sports Management, Analytics, or related field. Master's Degree in Business, Marketing, Analytics, or related program is desired.
Experience (yrs.)	5	Experience in digital marketing, business operations, sales or ticket management in an Intercollegiate Ticket Operations environment, email marketing, or related experience. At least one (1) year of supervising, leading, or mentoring 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 digital marketing and 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.

Job frequently requires .

Job occasionally requires .

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

Date: 4/13/2023
