Auburn University Job Description

Job Title: Asst AD, Marketing & Sales
Job Code: BA52
FLSA status: Exempt

Level I Grade 36 $59,700 - $99,600
Level II Grade 37 $68,700 - $114,500

Job Summary
Directs the marketing operations for the Auburn University Athletics Department.

Essential Functions
1. Directs the daily operations of the athletics marketing function including management of the budget.
2. Directs and enhances sports marketing plans, programs, and campaigns to include multimedia advertising, community relations, tactical programs, and other communication avenues.
3. Coordinates game day planning and promotions for sports and special events, all designed to create a positive experience.
4. Manages vendor relationships and contracts and creates additional revenue opportunities.
5. Creates and executes marketing communications, branding, identity, and trademark licensing plans and programs.
6. Oversees the Auburn Spirit Programs.
7. Coordinates and plans promotional activities designed to enhance the image of, interest in, and revenue of the Athletics Department.
8. Ensures implementation of strategies designed to support marketing plans.
9. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference regulations in the performance of job duties.

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.
**Auburn University Job Description**

**Job Family Levels**

<table>
<thead>
<tr>
<th>Level</th>
<th>Responsibility</th>
<th>Knowledge</th>
<th>Education and Experience*</th>
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</thead>
<tbody>
<tr>
<td>I</td>
<td>Under general supervision, performs duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.</td>
<td>Knows and applies fundamental concepts, practices, and procedures of particular field of specialization.</td>
<td>Bachelors degree in discipline appropriate to position plus 5 years of experience.</td>
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<td>II</td>
<td>Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to staff and coaches.</td>
<td>Knows and applies advanced concepts, practices, and procedures of particular field of specialization, with awareness of related fields</td>
<td>Bachelors degree in discipline appropriate to position plus 7 years of experience. Experience must include 2 years of experience at the preceding level or equivalent.</td>
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* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.
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Minimum Required Education and Experience

Level I  Bachelors degree in discipline appropriate to position plus 5 years of experience.

Level II  Bachelors degree in discipline appropriate to position plus 7 years of experience. Experience must include 2 years of experience at the preceding level or equivalent.

Focus of Education  Focus of Experience
Degree in Marketing, Business Administration, Sports Administration, or related field.  Experience in marketing, preferably related to a sports program

Substitutions allowed for Education:
Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:
When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge

Certification or Licensure Requirements:
None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

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 sitting, talking, hearing, .

Job occasionally requires standing, walking, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 100 pounds.

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

Date:  5/31/2011