
Auburn University Job Description

Job Title:	Dir, External Services, Ath	Job Family:	No Family
Job Code:	BA59	Grade 34:	\$45,100 - \$75,100
FLSA status:	Exempt		

Job Summary

Directs and leads several support functions critically important to the effectiveness of the athletic department's marketing, ticketing, and special events.

Essential Functions

1. Manages multiple software packages for the Athletics Ticket Office, Marketing, and Tigers Unlimited to include revenue functions, season setup, data transfer and trouble shooting.
2. Oversees distribution mail programs to maximize efforts for ticketing, marketing and Tigers Unlimited.
3. Trains and educates other staff members on using proper ticketing software in order to provide better service to customers.
4. Trains other departments on policies and procedures that pertain to the Athletic Ticket Office.
5. Design tickets and printed materials for the Ticket Office and Tigers Unlimited.
6. Serves as the liaison for the Ticket Office with Marketing and Tigers Unlimited.
7. Provides assistance with sporting events, research, ticket renewal periods, and special events/projects on an as needed basis.
8. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) 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.

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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Journalism, Communications, Marketing, Business or related field
Experience (yrs.)	5	Experience in ticketing software, marketing and communications services

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

Knowledge of various marketing and communication theories, concepts, techniques, mediums and strategies.

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.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires standing, walking, talking, hearing, .

Job occasionally requires sitting, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 25 pounds.

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

Date: 11/11/2010
