AUBURN
Human Resources

Dir, Ticket Operations

Job Description

JOB INFORMATION

Job Code	BA05
Job Description Title	Dir, Ticket Operations
Pay Grade	AT07
Range Minimum	$55,920
33rd %	$68,970
Range Midpoint	$75,490
67th %	$82,020
Range Maximum	$95,070
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	7/11/2024 11:08:00 AM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

The Director of Ticket Operations assists and serves as an extension of the Assistant Athletics Director (AD) for Ticket Operations and Sales in the management and leadership of the athletics department's ticketing operations. The director functions in a number of leadership roles; including fiscal management, customer service, game-day operations, sport-specific ticketing operations, management for back-office ticketing software and technology, and conflict resolution. Supervises graduate assistant, student & temporary employees (TES) positions. All operations must be completed in compliance with the Tigers Unlimited priority system, University Auditing, State, NCAA, and SEC policies and procedures.

RESPONSIBILITIES

- Manages all facets of ticket operations for assigned sports, including reconciliation, back office ticketing set-up, selling and allocating season and single game tickets, collaboration with coaches and other internal departments, ticket printing and shipping, game day and supervision of box offices, events, and personnel. May require travel with teams for away and post-season events.
- Directs and oversees the day-to-day operation of the ticket office and customer interactions (phone, email, social media, and in-person). This includes daily customer service work, overall supervision of ticket office personnel, and game day operations for all sports.
- Coordinates with other university offices to gather information and resolve issues about priority listing for ticket distributions.
- Provides information to patrons to answer questions or resolve problems in relation to ticketing, seating assignment, priority listing, and other related issues. Assists the Associate Director of Ticket Operations in the resolution of complex customer complaints or problems for donors, athletic coaches/staff, Auburn faculty/staff, alumni, public ticket purchasers, and other assorted groups.
- Oversees the selection, assignment, and distribution of tickets and ensures procedures and protocols are followed.
- Maintains and prepares appropriate levels of ticket stock by forecasting requirements, purchasing stock, printing tickets, separating blocks of tickets for distribution based on guidelines for assigning seat-customer categories, arranging tickets for opposing teams, and accounting for unsold tickets.
- Manages all facets of Auburn student ticketing system and policies, including working directly with Student Government, Student Affairs, and the Office of Information Technology (OIT).
- Works all home football games and is directly responsible for all facets of student football and men’s basketball ticketing. Oversees assigned areas of game day responsibilities for select events for men’s basketball, baseball, and softball in addition to sport ticketing oversight of women’s basketball and gymnastics. Game day responsibilities include selling tickets, conflict & ticket resolution, customer service,

RESPONSIBILITIES

	will call/player guest/recruit ticket distribution, and general set-up & tear-down of ticket office equipment and box offices.
•	Assists in screening, hiring, and training ticket office staff consisting of exempt, non-exempt, TES, and student workers.
•	Work in conjunction with Tigers Unlimited, Ticket Sales, Marketing and Communications on ticket sales plans, strategy, timelines, and all other aspects related to ticket sales.
•	Responsible for compliance with all state, University, NCAA, and SEC rules in regard to ticket sales and distribution.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

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.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Public Relations, Business, Marketing, Communications, Journalism, Sports Administration, Sports Management, or related field.	and	5 years of	Experience in business operations, sales, or sales operations in an Intercollegiate Ticket Operations environment.	Or
Master's Degree	Degree in Public Relations, Business, Marketing, Communications, Journalism, Sports Administration, Sports Management, or related field.	and	4 years of	Experience in business operations, sales, or sales operations in an Intercollegiate Ticket Operations environment.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) rules and regulations; ticketing principles, personnel management and budget planning.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching			X			
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically.