AUBURN
Human Resources

Assoc AD, Ticket Operations & Revenue Generation

JOB INFORMATION

Job Code	BA62
Job Description Title	Assoc AD, Ticket Operations & Revenue Generation
Pay Grade	AT10
Range Minimum	$83,800
33rd %	$106,140
Range Midpoint	$117,310
67th %	$128,490
Range Maximum	$150,830
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	9/4/2024 10:13:46 AM

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Athletics Ticketing

JOB SUMMARY

The Associate Athletics Director (AD) of Ticket Sales and Operations directs and has primary responsibility for the operations of the ticket office and sales office for that Department of Athletics. The Associate AD functions in a number of leadership roles; including management of two units, Ticketing Sales and Ticketing Operations, to include fiscal management, sales strategies, customer service, game-day operations, sport-specific ticketing sales and operations, management for back office ticketing software, customer relationship management tools and technology, and conflict resolution. Directly supervises the Director of Ticket Operations and the Director of Ticket Sales. 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 aspects of the ticket operations and ticket sales units for all Auburn Athletics ticketed sports and events.
- Oversees all facets of ticket operations and staff, while managing football's ticket operations. This includes reconciliation, back-office ticketing setup, selling and allocating season and single-game tickets, and collaborating with coaches and other internal departments. Additional duties involve ticket printing and shipping, gameday supervision of box offices, events, and personnel. This role may require travel with teams for away and post-season games.
- Oversees all aspects of the Ticket Sales & Service team, including the collection of funds for ticket sales, and ensures that funds are processed appropriately by ensuring sales records are created and maintained, deposits are made, and accounts/cash drawers are reconciled and balanced.
- Responsible for the screening, hiring, and training of ticket office and sales staff, made by the managers of each unit, consisting of exempt, non-exempt, TES, and student workers.
- Responsible for tracking, measuring, and reporting all ticket-related sales generated from Auburn Athletic events.
- Manages partnerships including but not limited to, ticket operating systems, data management tools, reporting software, secondary ticketing partnerships, customer relationship management tools, etc.
- Works in partnership and collaboration with the offices of Tigers Unlimited, Marketing, and Fan Experience, and the Office of Administration to determine ticket pricing, identify new revenue opportunities and creatively think of new ticket sales and operation strategies.
- Assists the Senior Associate AD of Marketing and Revenue Generation in generating new revenue opportunities with auxiliary revenue partners.
- Serves as a secondary sports administrator for the assigned sport given by the athletic administration.

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 Management, Business Administration, Sports Administration, or related field.	and	7 years of	Experience in digital marketing, business operations, sales, or ticket management. Preferably in an athletic setting.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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

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			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.

Travel Requirements:

Domestic