Auburn University Job Description

Job Title: Asst AD, Athletics Marketing
Job Code: BA13
FLSA status: Exempt

Job Family: No Family
Grade 36: $59,700 - $99,600

Job Summary
The Assistant AD, Athletic Marketing oversees the daily operations and efficiency of the marketing department of Auburn University Athletics maximizing the department’s revenue, attendance and the best student-athlete/fan experience in the country, while elevating the Auburn brand to the highest profile possible.

Essential Functions

1. Creates, manages, and executes marketing plans and strategies that achieve the goals and objectives of Auburn University Athletics. Supervises the Athletic Marketing department ensuring all messaging and strategies are met through game day experience and sales strategy.

2. Develops and coordinates annual marketing plans and recognition/promotional theme calendar, collaborating with internal athletic departments and campus and community stakeholders.

3. Collaborates with various internal Athletic departments, such as War Eagle Productions, Auburn Sports Properties, spirit squads, and bands to develop and execute dynamic game day scrips and timing sheets for home events that provide memorable experiences and moments for fans, coaches, and student-athletes.

4. Oversees the marketing department's game day initiatives to ensure the best fan experience.

5. Collaborates with external units and coaching staff to maximize ticket sales renewals, new season tickets, sponsor revenue and student attendance through paid and organic advertising plans. Create execute master email marketing and digital advertising calendars that align with ticketed sport marketing and promotional calendars with primary focus to drive ticket sales revenue and game attendance.

6. Coordinates with the ticket office, Tigers Unlimited Foundation, and graphic design to send daily marketing automation email communications. Tracks marketing data related to email and digital advertising trends to improve effectiveness.

7. Maximize relationship with third-party digital vendors and tools to maximize data and online fan engagement.

8. Plan and coordinate individual program sport planning and management to ensure that financial expenses fall within athletics department goals, priorities and guidelines. Approve and code all promotional invoices and credit card receipts to ensure vendors receive payment in a timely fashion.

9. Serves as the daily point of contact for Vice President and sales staff of Auburn Sports Properties to consult on feasibility of in-venue and digital advertising inventory for current and prospective corporate partners.

10. Collaborate with Regional VP of Sales and on-campus team shop manager to maximize ecommerce revenue and in-person merchandise at home athletic events.

11. Serve as daily point of contact for AU campus trademarks and licensing staff to ensure that local and national officially licensed AU vendors are representing the Auburn brand at the highest possible level.

12. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern
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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.
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Minimum Required Education and Experience

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<th>Education</th>
<th>Minimum</th>
<th>Focus of Education/Experience</th>
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<tbody>
<tr>
<td>Four-year college</td>
<td>Degree in Marketing, Management, Business Administration, or related field</td>
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<td>7</td>
<td>Experience in sports marketing at an intercollegiate level.</td>
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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 Southeastern Conference (SEC) and National Collegiate Athletic Association (NCAA) rules and regulations as they relate to media, marketing concepts and principles, and electronic and print media outlets.

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 reaching, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires standing, walking, sitting, stooping/kneeling/crouching/crawling.

Vision requirements: Ability to see information in print and/or electronically, ability to distinguish colors.

Date: 3/7/2022