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## Auburn University Job Description

Job Title: **Dir, Athletics Marketing**

Job Family: No Family

Job Code: **BA13**

Grade MC10: \$54,800 - \$93,200

FLSA status: Exempt

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### Job Summary

Reporting to the Senior Associate Athletics Director (AD) of Fan Experience & Creative Strategy, the Director of Athletics Marketing is responsible for managing the daily operations and efficiency of the marketing and fan experience department of Auburn University Athletics maximizing the department's revenue, attendance and the best student-athlete and fan experience, while elevating the Auburn brand to the highest profile possible. Oversees the marketing and fan experience unit to create engaging experiences for students, alumni, and fans to include leading the development of marketing and promotional plans and game production timing and scripting, in coordination with coaching staffs and external affairs units, to meet or exceed their objectives. Serves as the primary contact for the marketing and game experience needs for football and men's basketball, and supervises the staff to oversee other assigned sports.

### Essential Functions

1. Working closely with the Senior Associate AD of Fan Experience & Creative Strategy related to developing revenue generating sales plans for all sports to maximize outreach and drive sales.
2. Manages, develops, and executes marketing plans and strategies that achieve the goals and objectives of Auburn University Athletics. Provides leadership, supervision, and providing assistance and support to the Fan Experience unit and employees in the development and execution of marketing and fan experience plans for all sports ensuring all messaging and strategies are met through game day experience and sales strategy.
3. Oversees all aspects of marketing and fan experience for Auburn Football and Men's Basketball to include the development of sales and marketing plans, the development of game scripts and timing, the coordination of game production and in-game experience, while serving as the primary point of contact for all marketing and fan experience needs for the sport.
4. Develops and maintains a culture of collaboration between War Eagle Production, War Eagle Creative, and Fan Experience units to maximize the experience for student athletes, fans, alumni, and students. Collaborates with the ticket office, communications, and other external units to ensure alignment in carrying out the vision of the External Affairs unit.
5. Develops and coordinates annual marketing plans and recognition and promotional theme calendar, collaborating with internal athletic departments and campus and community stakeholders.
6. Serves as an athletic liaison and advisor to the Jungle, the student section, to promote engagement, drive attendance, and maximize the student experience at basketball and other sports.
7. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
8. Performs other related duties as assigned.

### Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training

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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>
<b>Education</b>	Four-year college degree	Degree in Marketing, Business Management, Business Administration, Sports Management, Public Relations, or related field. Master's degree in Sports Administration, Marketing, Public Relations, or other related field is desired.
<b>Experience (yrs.)</b>	5	Experience in developing marketing and promotional plans for collegiate athletic programs. At least one (1) year of supervising, leading, or mentoring full time employees.

#### **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. Excellent written and oral communication skills, as well as interpersonal skills.

#### **Certification or Licensure Requirements**

None Required.

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### Physical Requirements/ADA

Regularly involves lifting, bending or other physical exertion. Often exposed to one or more elements such as heat, cold, noise, dust, dirt, chemicals, etc., with one often to the point of being objectionable. Injuries may require professional treatment.

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

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

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

Date: 4/17/2023

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