
Auburn University Job Description

Job Title: **Sr Assoc AD, External Affairs**

Job Family: No Family

Job Code: **BA44**

Grade AT13 \$114,100 - \$228,200

FLSA status: Exempt

Job Summary

Reporting to the Athletic Director, the Senior Associate Athletic Director for External Affairs oversees and has primary responsibility for all external functions of Auburn University's Athletic Department including Branding, Communications, Marketing and Promotions, Ticketing, Merchandising, Spirit Squads, Community Outreach, War Eagle Productions, and Auburn Sports Properties.

Essential Functions

1. Directs, oversees, and approves all branding, communications, marketing, ticketing, merchandising, outreach, and video production plans; and ensures development and implementation of branding, communications, marketing and promotions plans for the Athletics Department and each sports program.
2. Ensures Athletics Department approval of branding initiatives, event ticket pricing structures, community outreach initiatives, and other initiatives as applicable.
3. Directs revenue development of the external units of the Athletics Department, including marketing campaigns and ticket sales strategies, as well as maximizes the value of multi-media rights sponsorships, merchandising partnerships, and other revenue producing contracts.
4. Develops, monitors, and authorizes operating budgets and budget expenditures for all external units.
5. Directs and supervises direct reports and subordinate personnel in accordance with sound leadership principles and University personnel policies, procedures, and guidelines; and assesses the performance of all direct reports and personnel employed within the Athletics Department's external units.
6. Directs and supervises selected sports programs, managing, planning, coordinating, negotiating, evaluating, advising, and budgeting of programs and personnel.
7. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

Supervisory Responsibility

Supervises others with full supervisory responsibility.

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 Public Relations, Communications, Marketing, Journalism, Business, Education, Sports Administration, or related field
Experience (yrs.)	10	Experience in progressively responsible roles in collegiate athletics external operations or related field within athletics (i.e. marketing, communications, ticketing, branding, multimedia, outreach, etc.)

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

Ability to evaluate, develop and implement athletic programs, activities and events, and make effective recommendations related to those areas.

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

Ability to communicate in an effective manner, in writing and verbally, with numerous constituencies.

Ability to be detail-oriented in a fast-paced high pressure 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.

Ability to travel, work evenings and weekends as needed for position duties.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

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

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interactions involving emotional issues or stress on a regular basis.

Job frequently requires standing, sitting, reaching, talking, hearing, handling objects with hands, .

Job occasionally requires walking, and lifting up to 25 pounds.

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

Date: 4/15/2021

