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## Auburn University Job Description

Job Title: **Assoc AD, Marketing & Sales**

Job Family: No Family

Job Code: **BA75**

Grade 38: \$78,900 - \$131,600

FLSA status: Exempt

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### Job Summary

Develops, directs, evaluates and executes the external functions of the marketing operations for the Auburn University Athletics Department.

### Essential Functions

1. Initiates, manages, and directs marketing strategies to promote sales, create awareness, generate interest, maximize attendance, generate revenue, and enhance fan experience for the Athletics Department and all sports programs.
2. Manages the multi-media and corporate sponsorship rights for the athletics department by facilitating the partnership between the athletics department and television stations.
3. Evaluates, negotiates, and recommends contracts to maximize all aspects of revenue generation, customer service, marketing, advertising and fan engagement.
4. Directs the athletic departments outside ticket sales operations and acts as a liaison with ticket distributors.
5. Facilitates the athletic department retail merchandise operations contracts including online, brick and mortar, and gameday sales and serves as a liaison with Fanatics, Inc.
6. Collaborates with the Auburn University Trademark Licensing department and Collegiate Licensing Company to create and implement royalty increasing programs and strategy.
7. Develops, monitors, and authorizes the operating budgets for marketing, sales, fan experience, spirit squads, bands, community relations and responsible for meeting revenue generation goals.
8. Acts as a liaison between the Athletics Department and various campus organizations and outside vendors.
9. Manages the Auburn University Marching Band as well as the athletic department's cheerleaders and dance programs.

### 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.

*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 Administration, Sports Administration, or related field.
<b>Experience (yrs.)</b>	8	Experience in marketing, preferably related to a sports program

### 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 various marketing and sales theories, concepts, techniques, mediums and strategies.

### Certification or Licensure Requirements

None Required.

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## 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 interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, talking, hearing.

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

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

Date: 6/23/2016

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