
Auburn University Job Description

Job Title: **Dir, Ath Annual Ticket Priority**

Job Family: No Family

Job Code: **BA89**

Grade UA06 \$46,100 - \$78,400

FLSA status: Exempt

Job Summary

Reporting to the Assistant Athletic Director, Annual Giving, the Director, Athletic Annual Ticket Priority creates digital marketing and communications to support Auburn University Athletics Development Office and Tigers Unlimited Foundation. Directly oversees the donor seat selection process for basketball and baseball tickets.

Essential Functions

1. Creates digital marketing content and contributes to other communication efforts to support Auburn University's Athletics Development Office and Tigers Unlimited. This includes marketing content, website content, newsletters and email content. Creates and sends digital game day newsletters for all home football and men's basketball events. Creates content, setup, and execute email communication to Tiger's Unlimited donors through marketing automation.
2. Assists the Athletics' marketing department and ticket office with the creation, setup, and execution of marketing emails to students, faculty/staff, and public ticket holders.
3. Serves as the Tigers Unlimited website administrator and is directly responsible for the creation and maintenance of the website.
4. Creates and maintains quick donation pages for prospective season ticket holders for football, basketball, and baseball. Creates landing pages, quick donate pages, renewal campaigns, and email communication for all sport specific annual giving clubs. Assists WINGS program administrators with technical setup, renewal campaigns, email communications, and website content.
5. Serves as a liaison between Tigers Unlimited and its members, as well as outside vendors.
6. Directly oversees the donor seat selection process for basketball and baseball tickets. Oversees the budget for the ticket priority programs.
7. Services as a point of contact for escalated customer service and/or technical related ticketing donation issues. This includes all Tigers Unlimited Foundation ticket priority related sports in addition to non-ticket priority sports.
8. Ensures that digital fundraising opportunities are integrated into other campaigns, specific to annual gifts and Athletic fundraising efforts.
9. Trains and supervises the work of student workers and full-time staff. This includes coordinating schedules, work assignments, and participates in the recruitment, and conducts annual performance review evaluations.
10. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
11. The nature of this role is highly externally focused, requiring frequent travel and meetings on and off campus during regular and non-traditional business hours, and is therefore expected to operate with high-levels of autonomy.

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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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, Business, Communications, Journalism, Marketing, Sports Management, or related field.
Experience (yrs.)	6	Experience in fundraising, marketing, sales, and/or public relations in a collegiate athletic setting.

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

Proficient in Advance (donor database management software), Paciloan, and Salesforce.

Extensive understanding of the integrity of Athletic ticket priority programs in include all allocations of suites, seats, and parking passes.

Knowledge of fundraising techniques, specifically annual giving, marketing and advertising concepts, principles, procedures and techniques. Knowledge of web design, e-marketing systems, and electronic communications approaches that include social media and blogging platforms.

Full proficiency in the following areas: Windows, Microsoft Office Suite - Outlook, Word, Excel, PowerPoint; internet browsers; Adobe products; Dropbox/Google Docs/Box.

Attention to detail and the ability to prioritize and execute multiple projects under demanding deadlines is required. Ability to learn and use enterprise software and systems.

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.

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, and lifting up to 10 pounds.

Job occasionally requires standing, walking, handling objects with hands, and lifting up to 25 pounds.

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

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Date: 7/23/2021

