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## Auburn University Job Description

Job Title: **Mgr, Ath Ticket Sales**

Job Family: No Family

Job Code: **BB45**

Grade AT06 \$45,400 - \$72,600

FLSA status: Exempt

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### Job Summary

The Manager of Ticket Sales directs the daily operations and support functions of the ticket office sales team for Auburn Athletics.

### Essential Functions

1. Works with Ticket Operations, Marketing, Tigers Unlimited and Administration to create and execute a comprehensive ticket sales plan.
2. Hires and trains the outbound sales team developing goals and metrics to execute ticket sales and service plans. Works with sales staff to ensure proper pacing on hustle and revenue goals.
3. Develops and executes ticket sales and service plans. Develops and delivers sales reports to Senior Staff.
4. Assists in game day activities as needed.
5. Works with relevant departments to create year-round touchpoint programs for all ticket buyers.
6. Recommends budget/pricing to provide highest possible revenue and sell-through rates.
7. Implements new technologies that continue to increase fan engagement and ticket usage.
8. Oversees the day-to-day execution of sales campaigns, focusing on new donations, season tickets, partial packages and group tickets
9. Assists with forecasting of new sales revenue.
10. May perform other duties as assigned.

### 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	No specific discipline.
<b>Experience (yrs.)</b>	4	Experience in business operations, sales or sales operations.

#### 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:

- Communicate effectively with others verbally and in writing;
- Pay attention to the minute details of a project or task;
- the ability to show consideration for and maintain good relationships with others

Knowledge of sales and customer service best practices and demonstrated track record in sales and building quality relationships.

### Certification or Licensure Requirements

None required.

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

Job occasionally requires walking, and lifting up to 50 pounds.

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

Date: 4/26/2019

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