

JOB INFORMATION

Job Code	BB63
Job Title	Dir, Analytics and Ticket Sales Strategy
Pay Grade	AT06
Range Minimum	\$45,400
33rd %	\$54,467
Range Midpoint	\$59,000
67th %	\$63,533
Range Maximum	\$72,600
Exemption Status	Exempt
Date Last Edited:	2/26/2024 12:50:24 PM
Legacy Date Last Edited	2/23/2024

JOB FAMILY AND FUNCTION

Job Family:	Athletics
Job Function:	Ticketing
EEO Position Group	61C - Exe,Adm,Asst/AsscDir,Mgr<74400

JOB SUMMARY

The Director of Analytics & Ticket Strategy is responsible for managing the data collection and analysis for all external units within the Department of Athletics (Ticket Operations, Ticket Sales & Retention, Tigers Unlimited, & Digital Marketing & Social Media) for the purpose of forecasting ticket pricing and sales for all ticketed athletic events. Develops both the short and long-term operational sales and service strategies, ticketing, and revenue reports for Auburn's six ticketed sports. Implements new initiatives to enhance the sales team's effectiveness, while ensuring that the best sales leads are prioritized. This position is also responsible for managing all CRM tracking systems for Auburn's Ticketing Offices.

RESPONSIBILITIES

- Administers data analytical activities associated with data management platforms and ensures data systems are fully integrated across all platforms.
- Responsible for all facets of Auburn's customer relationship management (CRM) system including creating reports and dashboards, leading score & generation, controlling access to the system for those using it, researching best practices with the system from industry leaders, troubleshooting issues, and finding ways to maximize the system.
- Develops standard, custom reports, and dashboards for senior-level administration to assist with campaign and activity tracking.
- Leads educational sessions on CRM systems as part of the onboarding process for new ticket sales, operations, and development staff members.
- Provides lead generation services to the ticket office and sales staff members and manages the data collection and analysis for the outbound sales team.
- Leverages the data warehouse and enhances the view of the customer to build and deliver various predictive models in partnership with IT.
- Works in conjunction with Ticket Operations, Marketing, and Tigers Unlimited in forecasting ticket revenue.
- Provides recommendations on the pricing of season and individual tickets and inventory management by analyzing historical data, market trends, and various secondary market transaction data.
- Works in conjunction with the sales team and marketing to analyze, develop, and implement new business initiatives to enhance effectiveness, ensure the best sales leads are focused on first, and reporting is accurate and relevant.

RESPONSIBILITIES

- Develops and analyzes post-event surveys to address issues identified through the survey process that will enhance the overall fan experience.
- Assists with gameday activities and box office customer service at Football & select sporting events.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform the minimum requirements listed below, which are representative of the skill, and/or ability required.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	With no specific discipline is require. Degree Public Relations, Business, Marketing, Communications, Sports Administration/Management, is preferred.	And	4 years of	Experience in business operations, ticket sales, sales operations, data management, or customer relationship management (CRM) systems. Experience in intercollegiate or professional sports ticket sales or operations is desired.	Or
Master's Degree		And	2 years of	Experience in business operations, ticket sales, sales operations, data management, or customer relationship management (CRM) systems. Experience in intercollegiate or professional sports ticket sales or operations is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of sales and customer service best practices, demonstrated track record of sales and relationship building, personnel management, CRM systems (Salesforce preferred), and ticketing and development software (Paciolan preferred). And

Knowledge of customer relationship management (CRM) systems and ticketing & development software such as Paciolan (as well as their integrated partners). And

Knowledge of data visualization tools such as Qlik, Tableau, and PowerBI. And

Excellent communication skills both verbal and written, and attention to detail.

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired
None Required.			

PHYSICAL DEMANDS & WORKING CONDITIONS

Vision Requirements:

Ability to see information in print and/or electronically.

Travel Requirements:

None Required