

Director, Analytics & Ticket Sales Strategy
Auburn University

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Posted Mar. 5, 2024, set to expire Oct. 31, 2024

Job Title	Director, Analytics & Ticket Sales Strategy
Department	Athletic Ticket Office
Institution	Auburn University Auburn, Alabama
Date Posted	Mar. 5, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Public Relations/Marketing Athletics
Job Website	https://www.auemployment.com/postings/43903
Apply By Email	
Job Description	

Auburn University Athletics is excited to begin the search for a **Director of Analytics & Ticket Strategy!** This individual will be 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.

Why should **YOU** consider a career with Auburn University?

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- Auburn University was named by Forbes Magazine as one of the state of Alabama's best employers, with employees staying an average of ten years!
- Competitive employee benefits + state retirement plan.
- Tuition assistance for you and your dependents.
- Generous leave policies (including paid parental leave!)
- The satisfaction of knowing YOU are a part of providing the premier academic experience at Auburn and the life-changing work our students and employees perform.

Learn more about Auburn's impact, generous employee benefits, and thriving community by visiting aub.ie/working-for-auburn.

It's a Lifestyle: The Auburn/Opelika area is a page right out of Southern Living magazine with an idyllic small-town feel, perfecting a unique balance between a close-knit community and driving consistent growth and development. Paralleling the exponential growth of Auburn University, the Auburn/Opelika area boasts services and amenities that cater to any interest. We're proud of our top school systems, city services, award-winning restaurants, and the infectious spirit of life in a college town. You can find us nestled halfway between the beach and the mountains in a lower-cost-of-living area, two hours outside of Atlanta or Birmingham. If you're new to Auburn, we'd love to introduce you. If you're already acquainted with Auburn, we'll keep it simple: it's time to come home!

Our Commitment: Auburn University is committed to a diverse and inclusive campus environment. Visit auburn.edu/inclusion to learn more about our commitment to expanding equity and inclusion for all.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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