

Director, Analytics & Ticket Sales Strategy  
Auburn University

Direct Link: <https://www.AcademicKeys.com/r?job=232379>

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

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

**[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?

## Director, Analytics & Ticket Sales Strategy 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](http://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](http://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