

Assistant Director, Athletic Social Media Strategy &
Revenue Generation
Auburn University

Direct Link: <https://www.AcademicKeys.com/r?job=263496>

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Posted Oct. 6, 2025, set to expire Feb. 5, 2026

Job Title	Assistant Director, Athletic Social Media Strategy & Revenue Generation
Department	Digital Marketing
Institution	Auburn University Auburn, Alabama
Date Posted	Oct. 6, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Athletics
Job Website	https://www.auemployment.com/postings/56338
Apply By Email	
Job Description	

Job Summary

Turn passion into impact—lead our social media with purpose and power.

The individual in this position will lead the strategy and execution of all AuburnTigers social media accounts, driving digital engagement and revenue growth through innovative content and strategic partnerships. This role ensures every post aligns with the department's goals and trends, while collaborating closely with the Associate Athletics Director for Marketing and Revenue Strategies and the Marketing and Revenue Generation team.

Essential Functions

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- Leads and executes data-informed strategies for the AuburnTigers social media accounts to support Auburn Athletics' goals around storytelling, revenue generation, sponsor promotion, and brand awareness.
- Builds detailed, year-round content plans using data-driven insights. Utilizes tools such as Hootsuite, Google Analytics, and the Auburn Athletics Data Warehouse.
- Collaborates with the Marketing and Revenue Strategies team to ensure all social media content aligns with the current departmental strategy and contributes to amplifying key messaging and sales efforts.
- Works closely with War Eagle Creative (graphic design, photography, and video) to develop creative content for use throughout the year.
- Provides detailed monthly analytics reports, including engagement metrics, revenue tracking, and sponsor performance.
- Works with the communications department to promote engaging stories and communicate department-wide strategies and initiatives on social media.
- Shares relevant analytics and trends with team-specific accounts to support their social strategies and promote teams and student-athletes. Collaborates to share messaging that strengthens the overall brand.
- Works in partnership with Auburn Sports Properties to deliver branded content and digital sponsorship activation opportunities.
- Provides live event coverage during nights and weekends as needed to share engaging online content for Auburn Athletics events. Focus on content that captures and promotes the in-venue experience for fans watching at home.
- Manages all external marketing for two sports—one ticketed and one non-ticketed—including email marketing, mobile app push notifications, and timely, accurate ticket messaging updates on the website.
- Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
- Must be able to work nights and weekends as needed.
- Performs other duties as assigned.

Why Work at Auburn?

- **Life-Changing Impact:** Our work changes lives through research, instruction, and outreach, making a lasting impact on our students, our communities, and the world.
- **Culture of Excellence:** We are committed to leveraging our strengths, resources, collaboration, and innovation as a top employer in higher education.
- **We're Here for You:** Auburn offers generous benefits, educational opportunities, and a culture of support and work/life balance.

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- **Sweet Home Alabama:** The Auburn/Opelika area offers southern charm, vibrant downtown scenes, top-ranked schools, and easy access to Atlanta, Birmingham, and the Gulf of Mexico beaches.
- **A Place for Everyone:** Auburn is committed to fostering an environment where all faculty, staff, and students are welcomed, valued, respected, and engaged.

Ready to lead and shape the future of higher education? Apply today! War Eagle!

Contact Information

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

Contact

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