JOB DESCRIPTION

Associate Athletic Director of Ticket Operations

Definition of Class
This professional position manages ticketing operations for athletic events, including development and implementation of policy and procedures relating to customer service, sales strategy and ticket distribution and allocation. The incumbent plans, organizes, administers and implements ticketing operations and game-day management activities as they relate to tickets and coordination of activities. This position reports to the Senior Executive Associate Athletic Director.

Examples of Work Performed
Oversees ticket sales, allocation and coordination of seat assignments, and distribution of season tickets and single tickets.

Plans, organizes, administers and implements ticketing operations and assists in game-day management activities as they relate to tickets and coordination of activities.

Assists in the resolution of customer complaints or problems for season ticket holders and other customers.

Establishes and implements policies and procedures for ticket operations and customer service.

Serves as a decision-making member of the athletics senior leadership team.

Coordinates game contract renewals for visiting teams.

Provides operational support for post season games and manages post season ticket allocation to bowls.

Manages data analytics to denote progress, identify adverse trends, and make recommendations.

Generates reports and analytics to drive decisions and maximize revenue.

Conducts market research to determine ticket price recommendations.

Hires, trains, leads, and mentors staff.

Coordinates the work assignment and supervision of temporary gate monitors.

Ensures all assigned tasks are in compliance with University, SEC Conference, and NCAA rules.

Performs similar or related duties as assigned or required.

Essential Functions
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.

1. Directs ticket office operations and related game day management activities.

2. Manages marketing efforts, contract negotiations and data analytics.

3. Provides supervision, guidance and feedback to support staff.
Minimum Qualifications
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to The University of Mississippi's Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

Physical Requirements: These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

Physical Exertion: The incumbent may be required to lift up to approximately 10 pounds.

Vision: Requirements of this job include close vision.

Speaking/Hearing: Ability to give and receive information through speaking and listening.

Motor Coordination: While performing the duties of this job, the incumbent is periodically required to talk and hear. The incumbent is occasionally required to sit; stand; walk; use hands to finger, handle, or feel objects, tools, or controls; and to reach with hands and arms.

Experience/Educational Requirements:

Education:
Bachelor’s Degree from an accredited college or university in a related field.

AND

Experience:
Four (4) years of experience related to the above described duties.

Substitution Statement: Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

Interview Requirements
Any candidate who is called for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.

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