



Assistant Athletic Director, Tickets, Sales, and Service
Northern Arizona University

Position Description

- Manage all facets of ticket operations for the Athletics Department
- Coordinate ticket sales campaigns with the External Relations team to ensure maximum ticket revenue donor contributions for all NAU athletic events
- Prepare season ticket renewals and mailings, including invoicing
- Process ticket, donation and special event payments
- Compile reports and administer accounting and auditing controls for ticket operations
- Steward and retain all current season ticket customers
- Working in tandem alongside Learfield IMG Ticket Solutions staff, actively prospect and cultivate ticket sales opportunities, including contact with area businesses and in-person appointments to sell season tickets, partial plans, group tickets
- Develop strong policies and procedures for ticket operations
- Maintains filing and record keeping systems to ensure financial compliance.
- Serve as liaison with combined university box office
- Updates university event ticketing data and web presence to ensure access to accurate and timely information.
- Execute priority seating and parking for athletic donors
- Ensure compliance with all NCAA, Big Sky, and departmental rules
- Oversee game management functions for ticket operations and coordinate with departmental administrators to ensure adequate staffing for NAU athletic events; coordinate special event ticketing process
- Manage the department's outbound email marketing efforts, including managing audience lists, creation of copy and content, and oversight of email calendar in conjunction with sales timelines and efforts
- Provide superior customer service and be a positive representative of NAU and NAU Athletics
- Additional responsibilities as assigned.

Minimum Qualifications:

- Associate's or Bachelor's degree
- 3-5 years of relevant experience

Preferred Qualifications:

- 1-2 years of demonstrated experience working within an intercollegiate athletic department
- Experience in creation of ticket sales campaigns, including season ticket renewal strategies, single game, and specialty promotions
- Strong knowledge of Microsoft Word and Excel
- Working knowledge of Adobe Photoshop

Knowledge, Skills, and Abilities

Knowledge

- Advanced knowledge of tools, processes, and policies of campus event ticketing.
- Knowledge of university event ticketing maintenance methods and processes.

Skills

- Strong customer service skills.
- Record keeping skills
- Cash handling and financial management skills.

Abilities

- Balances competing priorities.
- Demonstrates strong problem solving, organizational, and analytical capabilities.
- Analyzes complex situations and anticipates issues.
- Communicates effectively.
- Promotes a diverse, inclusive environment.

Special Information

- Willingness to work flexible and irregular hours, including evenings, weekends, and potential holidays, based off of the athletic calendar