

AHL Palm Springs

Position: Director, Ticket Sales & Service

Department: Ticket Sales & Service

Reports To: AHL Team President

Location: Palm Springs, CA

Our Purpose:

We are building a championship organization that serves our fans, community and business partners through world class sports and entertainment. We believe that Winning Matters, our Fans come first, with risk comes reward, great teams can achieve unimaginable results, honoring the Coachella Valley is our duty and driving the business is our responsibility.

On September 30th, 2019, it was announced that the Coachella Valley was going to be the home of the Seattle Kraken's American Hockey League franchise. In 2022, Oak View Group will be completing a \$250M world class

arena in the heart of the Coachella Valley. This move will bring professional hockey to the Valley for the very first time.

Position Summary:

Responsible for the oversight of all activities related to the Ticket Sales & Service department, including, but not limited to revenue generation and member retention for AHL Palm Springs. This position will work closely with the Team President, Marketing, Communications and Oak View Group to come up with a comprehensive and strategic plan around driving maximum revenue, attendance and renewal results.

Essential Duties & Responsibilities:

- Meet or exceed established new membership goals as well as retention goals
- Provide overall strategic direction for the Ticket Sales Department
- Responsible for creating and maintaining an engaged and transparent culture
- Assist in the development and management of the Ticket Sales operating expense budget

- Create, drive, and execute successful sales campaigns in coordination with the Marketing and Communication team
- Conduct diligent market research to identify new leads and sales opportunities
- Establish and maintain positive, effective working relationships with event promoters and other show personnel
- Manage Weekly and Monthly sales reports, ensuring data accuracy
- Curate sales strategies to increase revenue through season memberships, flex packages, premium seating, group sales, and special offers
- Lead, motivate, and manage all sales staff performance on an ongoing basis and provide coaching as necessary
- Establish and support an onboarding program and plan for all new sales team members
- Create and maintain sales guidelines, customer service expectations, and sales initiatives
- Collaborate with other departments to track and fulfill ticketing needs, monitor, and report on the sales process and results to ownership

Required Experience & Qualifications:

- Bachelor's degree from an accredited college or university recommended
- In lieu of a bachelor's degree, equivalent Director level experience is required
- Minimum of five (5) years of related experience in ticket sales management
- Outstanding sales, leadership, and motivation skills
- Excellent written and oral communication skills
- Superior presentation and organizational skills
- Successful track record of achieving revenue goals and building a successful sales culture
- Ability to work irregular hours, event coverage, holidays, and weekends
- Familiarity with Microsoft Dynamics CRM Platform
- Working knowledge of Microsoft Word, Excel and PowerPoint

Working Conditions:

- Minimal Travel (<10% travel): May be required to travel. Trips may require air travel and/or overnight stay away from home for one or more nights.
- Must be able to work a flexible schedule inclusive of weekends, nights and holidays required
- Frequent bending, lifting 15-20 pounds, sitting, exposure to multiple external elements, extensive walking through the building including inclines and stairs.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.