



## Pittsburgh Pirates Job Description

### Title

**Director, Group Sales**

### Department

**Ticket Sales and Service**

### Relationships

**Reports to:** Vice President Ticket Sales and Service

**Supervises:** Manager, Group Sales & Group Sales Team

### The Pirates Why

The Pittsburgh Pirates are a storied franchise in Major League Baseball who are reinventing themselves on every level. Boldly and relentlessly pursuing excellence by:

- purposefully developing a player and people-centered culture;
- deeply connecting with our fans, partners, and colleagues;
- passionately creating lifetime memories for generations of families and friends; and
- meaningfully impacting our communities and the game of baseball.

At the Pirates, we believe in the power of a diverse workforce and strive to create an inclusive culture centered in Passion, Innovation, Respect, Accountability, Teamwork, Empathy, and Service.

### Job Summary

The Director, Group Sales is responsible for leading and developing the group sales staff. This individual will build and create a strategy that will enhance our current group renewal process will providing a clear directive to grow new business. This individual has a firm understanding of the group sales process, the ability to clearly and effectively communicate to their team, and the ability to develop long-term group sales growth and retention for the club. The Director, Group Sales will be an advocate of our Pirates North Star and Compass and will be proactive in seeking out ways to exemplify our mission and values in their day-to-day work.

### Responsibilities

#### Primary:

- 1) Develop and implement group sales strategies and forecasts to meet or exceed sales revenues.
- 2) Work with VP, Ticket Sales & Service to develop strategies & tactics to achieve annual revenue KPIs and goals.
- 3) Day-to-day management and development of Manager, Group Sales with a focus on retaining and generating new sales revenue from group ticket pages.
- 4) Establish key performance metrics for group sales team members.
- 5) Work with Manager, Group Sales to grow and develop group team members while evaluating performance and providing appropriate feedback and direction for development.
- 6) Enhance our current CRM and pipeline management while ensuring optimal sell-thru and maximizing revenue.
- 7) Work with Business Intelligence on group leads and group programs, tracking ROI and lead management.
- 8) Foster a culture of growth and development by designing a best-in-class group sales training program, and as needed, provide group sales training to other team members.
- 9) Design group prospecting programs that generate a high frequency of face-to-face interactions.

10) Support team members by regularly attending appointments with group accounts. 11) Develop sales strategies and procedures to increase organizational group sales results across all departments. 12) Manage, track and monitor group sales assets/fan experiences. 13) Facilitate the staffing and execution of group sales program and experiences on game day. 14) Support direct reports in the development of healthy and robust group sales pipelines. 15) Create best practices for FEVO group platform. 16) Become a model in the group sales department, consistently advancing revenues. 17) Promote a culture of innovation, where new group programs and offerings are created, existing programs are enhanced and new ideas are constantly driving business. 18) Develop and maintain a group ticket best practices library for team members. 19) Create, track and execute sales contests to motivate entire sales staff.	
<b>Success Factors</b>	
<ul style="list-style-type: none"> <li>• Demonstrate commitment to teamwork and team synergy</li> <li>• Ability to adhere to company policies and procedures</li> <li>• Ability to meet tight deadlines and work well under pressure</li> <li>• Strong organizational skills, time management skills and attention to detail</li> <li>• Self-confident, resilient and possess a high energy level</li> <li>• Proven track record of being a team leader in both work ethic and sales results</li> </ul>	<ul style="list-style-type: none"> <li>• Strong verbal and written communication skills</li> <li>• Ability to take direction without follow up</li> <li>• Ability to maintain confidentiality and discretion</li> <li>• Exhibit good judgment and decision-making skills</li> <li>• Willingness to work a flexible schedule based on the changing priorities of the department</li> <li>• Strong interpersonal skills</li> <li>• High level of emotional intelligence and growth-mindset</li> </ul>
<b>Qualifications</b>	
<b>Required:</b> <ol style="list-style-type: none"> <li>1) Bachelor's Degree in Business Administration or equivalent experience</li> <li>2) Minimum of 5 years group sales experience</li> <li>3) Minimum of 4 years managing people</li> <li>4) Proficient in Microsoft Office Applications</li> <li>5) Ability to clearly and effectively explain the group sales process</li> </ol> <b>Desired:</b> <ol style="list-style-type: none"> <li>1) Experience within a professional sports environment</li> <li>2) Training and recruiting experience</li> <li>3) Proficiency in CRM or Tickets.com software systems</li> </ol>	
<b>Physical Requirements</b>	
Telephone Use Computer Use	Data Entry Occasional lifting up to 25 lbs. Occasional Travel for Recruiting Events