

LAS VEGAS LACROSSE ROLE SPECIFICATION

Title: Ticket Sales Account Executive
Departments: Ticket Sales
Reports to: VP, Ticket Sales & Strategy
Date: February 2022

SUMMARY

Las Vegas Lacrosse was launched on June 21, 2021 as the 15th team in the National Lacrosse League (NLL) beginning play in the December 2022. The team is co-owned by Wayne Gretzky, Dustin Johnson, Steve Nash and Joe Tsai. The team will play at MGM Resorts International's Michelob ULTRA Arena – located inside the Mandalay Bay Resort and Casino.

The Ticket Sales Account Executive will report to the VP, Ticket Sales & Strategy, and will be responsible for generating revenue via prospecting and selling all Las Vegas Lacrosse ticket packages to corporations and the general public including but not limited to full season memberships, partial season ticket plans, suites, group packages and single-game tickets via phone calls, face-to-face appointments, in-arena meetings and special events.

JOB DESCRIPTION - WHAT YOU WILL DO:

- Generate revenue with primary focus of selling full season memberships.
- Sell all offered revenue packages including season ticket memberships, partials, groups, suites and potential partnerships
- Achieve and exceed weekly, monthly and annual sales goals and KPIs (e.g., email / phone outreach
- Discover and meet new prospects by scheduling, coordinating and conducting client meetings via phone, video conference, in-person appointment and networking events
- Work all home games and special events to perform game day responsibilities, including entertaining clients and facilitating in-season sales initiatives
- Attend team and community events for the purpose of improving sales throughout the entire year
- Provide outstanding customer service to existing and prospective clients
- Work closely with all internal departments for cross-promotional initiatives and assist in all projects as needed
- Assist Director, Game & Event Presentation on game day with overarching game presentation, fan experience package fulfillment, on-field promotions, giveaway distribution and entertainment acts
- Assist on game day at Will Call, managing sales tables, conducting seat visits and facilitating in-season sales initiatives
- Assist with arena set-up and breakdown of arena assets

CANDIDATE PROFILE – WHO YOU ARE:

- Prior experience in a ticket sales role preferred
- High proficiency in both written and verbal communications (public speaking and presentation)
- Excellent relationship builder with interpersonal skills

- Strong time-management, interpersonal, and analytical skills
- Highly motivated, with strong work ethic and desire to be successful
- Bachelor's degree in marketing, business, sport management, or a related field or equivocal experience
- Digital literacy, including experience with Microsoft Office products (Word, Excel, Outlook)
- Ability to learn and master new software programs including CRM platform (HubSpot) and ticketing system (AXS)

Travel Requirements

May be required to travel on some occasions (<5% travel); trips may require air travel and/or overnight stay for one or more nights.

Work Environment

Works primarily in an office environment but upon request will be expected to attend games and other events on evenings, weekends, and holidays.

We are an Equal Employment Opportunity (“EEO”) Employer. It has been and will continue to be a fundamental policy of Las Vegas Lacrosse, LLC not to discriminate on the basis of race, color, creed, religion, gender, gender identity, transgender status, pregnancy, marital status, partnership status, domestic violence victim status, sexual orientation, age, national origin, alienage or citizenship status, veteran or military status, disability, genetic information or any other characteristic prohibited by federal, state or local laws.