

## **Manager, Group Sales**

The Pittsburgh Penguins are seeking to hire a **Manager, Group Sales**, responsible for implementing a strategic sales and rep development process to generate group revenue and build a fun, inclusive, sales culture. The position oversees all group sales activities, including providing training and development to enable consultants to achieve revenue goals. The role has a strong emphasis on growing group sales revenue through recruiting, developing and maintaining a full staff in order to achieve the department's goals. This position reports to the SVP, Ticketing and is a valuable member of the Ticketing team.

### Responsibilities:

- Create and execute a strategic sales process for all group ticketing products (traditional, super group / theme nights, youth hockey, pregame hospitality, and fundraising).
- Own the group sales strategy including necessary research on proposed pricing tailored to each product.
- Research, develop, and implement group sales and service best practices for all sales representatives to follow.
- Determine best practices and measurement tools for representatives to accurately record opportunity touchpoints including but not limited to outbound calls, in-person meetings, individual prospecting.
- Review and maintain accurate documentation of outreach and sales activity in CRM system.
- Identify, recommend, and produce new group sales opportunities through prospecting and lead generation, upsells, cross-sells, theme nights, and community / partner programs
- Work closely with other internal departments and communicate all group sales programs through necessary channels to ensure game / event day needs.
- Develop and maintain strong relationships with clients and prospects for potential cross-sell opportunities that generate premium revenue.
- Assist with inbound sales calls from prospective and current ticket holders when needed.
- Work Pittsburgh Penguins games and other internal / external events as assigned.
- Provide the highest level of customer service to all fans.
- Achieve and exceed weekly, monthly, and annual sales goals established by management
- Maintain consistent group sales reports and reporting of sales projections to Penguins leadership team.
- Prepare and manage an annual group ticket sales business plan and budget in concert with appropriate staff and senior management that encompasses the sales and retention of all of our various ticket buying customers
- Management of sales representatives including establishment of sales processes, philosophies, and sales culture (example: call logs, meetings, schedules, etc.).
- Other duties as assigned.

### Qualifications:

*(To perform the job successfully, the candidate should demonstrate the following competencies to perform the essential functions of this job.)*

- Bachelor's degree from an accredited college or university
- Previous management experience

- Presents self in a professional manner and has the ability to interact with all levels of the organization and outside contacts
- Interpersonal skills – ability to maintain confidentiality, listens to others, and willing to try new things
- Team Player
- Ability to work in a fast-paced environment
- Proficiency in all Microsoft Office Programs, Excel, Powerpoint
- Demonstrates leadership skills
- Excellent communication skills including written and verbal; ability to express ideas clearly and concisely
- Strong organizational skills
- Adaptability and flexibility – adapt to changes in the work environment, manages competing demands and is able to handle frequent changes
- Dependability
- Ability to work irregular and long work hours
- Required to attend all home games
- Ticketmaster/Archtics ticketing systems experience a plus
- At least 3-5 years of sport sales experience and 1-2 years of management experience preferred