

**TITLE:** Director, Membership & Premium Experience

**REPORTS TO:** Sr. Director, Ticket and Suite Sales

### **WHAT SETS YOU APART**

Are you an energetic and positive leader that can act as a role model and foster a culture of growth and development for the Member Experience team? You will play a critical role in the execution of the Orlando City and Orlando Pride Service and Retention plan designed specifically to increase member satisfaction, retention and overall gameday experience. You will be responsible for the day-to-day oversight of the Member Services team including Orlando City & Orlando Pride Representatives.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Directly oversee and manage the Orlando City & Orlando Pride member services team on a day-to-day basis.
- Responsible for recruiting, hiring & professional development of member services staff.
- Develop the business strategy for all season ticket member retention efforts for general, premium and suite-level members.
- Execute, track, and adjust retention strategies to ensure the Club's yearly ticket sales and revenue goals are met.
- Monitor team performance to ensure objectives are met by distributing information, conducting weekly one-on-ones, and resolving escalated customer concerns.
- Provide and oversee all customer service initiatives for Orlando City and Orlando Pride season ticket members.
- Manage annual relocation and upgrade process
- Develop the renewal sales timeline including the coordination of all written and digital communication related to our retention strategies.
- Assist the Vice President of Ticket Sales in creating and executing annual season ticket member events. Manage season ticket member events calendar and all communication regarding upcoming events.
- Regularly develop and implement sales training related to the retention area of the business.
- Create and implement cross selling and upgrade strategies for our season ticket Members.
- Work closely with Vice President of Ticket Sales to ensure that our new business and retention strategies align.
- Prepare timely & accurate reports that monitor progress of the member services team both individually & collectively and ensures that we maintain proper pacing to meet the goals set forth.
- Meet or exceed retention revenue goals and new business revenue goals for the member services team.
- Manage timesheets, schedules, and performance feedback for all direct reports.
- Required to be present at the majority of Orlando City and Orlando Pride at Exploria stadium.

- Other duties as assigned.

## **QUALIFICATIONS**

- It's never just a job at Orlando City SC. It's a way of life. We live and breathe soccer. We believe each role is as unique as the person who does it. To join our team, you will also possess these qualifications:
- Minimum 3-4 years of sales/service management experience professional or collegiate sports (or related industry) is required.
- Strong written and verbal communication skills required.
- Bilingual skills a plus.
- Computer skills: experience with Microsoft Office (Word, Excel, Power Point, Outlook) is preferred.
- Strong organizational skills, time management skills and attention to detail required.
- Ability to work well on a team and independently.
- Excellent ability to establish rapport with others and ability to build strong interpersonal relationships.
- Exhibit good judgment and decision-making skills.
- Knowledge of Salesforce CRM and Archtics is preferred.
- Experience in the Florida marketplace preferred but not necessary.
- Ability to work flexible hours including nights, weekends, and holidays.

## **About Orlando City SC:**

Orlando City SC joined Major League Soccer (MLS) as the league's 21st franchise in November 2013, becoming the first MLS team in the Southeast. The Lions began league play in March 2015, and in 2017, Orlando City SC, moved its home matches into Exploria Stadium, a 25,500-seat soccer-specific stadium located in the heart of downtown Orlando.

In November 2015, the Club announced its intention to bring professional women's soccer to Central Florida and launched Orlando Pride in National Women's Soccer League. The Pride began league play in April 2016 with a star-studded team of FIFA World Cup Champions. In 2019, Orlando City SC re-launched OCB to bridge the gap between its successful youth development academy and the First Team.

With a footprint across the central Florida region and a roster comprised of international and home-grown talent, Orlando City SC boasts global relevance through its assemblage of world-class athletes.