

Job Description

Assistant Director– Ticket Sales

Reports To: Director of Ticket Sales and Service

Positions Directly Supervised: None

Basic Function

Under the daily supervision of the Director of Ticket Sales and External Relations, this position has the responsibility for the successful administration of group, season, single game ticket, and Blue & Gold membership sales. This position shall work effectively with the entire staff of the athletic department to insure all efforts to maximize sales in revenue producing sports are successfully coordinated and executed. In addition, this position shall promote and attempt to secure fans to attend all sporting events on the Yard.

Duties and Responsibilities

A. Sales:

1. Generate revenue through a full menu of ticket products for Football, Basketball and other athletic ticketed events, via outbound phone calls and face- to-face presentations including, but not limited to, season tickets, mini plans, group tickets, premium tickets, and premium hospitality packages.
2. Cultivate relationships with current clients and alumni to generate and service new and existing Blue & Gold memberships.
3. Assist with the planning and administration of all game day activities and logistics as specifically related to customer service, group fulfillment, ticket operations and lead generation.
4. Coordinate with the marketing department the execution and sale of the Navyfest area on football game days.
5. Service predetermined existing clients.
6. Solicit perspective buyers via phone, mail, internet, personally, and through other media extensions.
7. Create new avenues for revenue generation.
8. Assist with sales reporting and planning.
9. Assist with ticket operations & development projects as needed.

B. Other

1. Establish a grass roots relationship between the general public and the athletic department.
2. Serve as a staff member of a National Collegiate Athletic Association (NCAA) - sanctioned athletics program, and understands that NCAA rules and regulations must be followed and strictly adhered to. Maintains an understanding and awareness of applicable NCAA rules via annual compliance

briefs to staff, the NCAA Manual, copies of which are maintained in the Compliance Office, regular compliance item e-mails generated by the Compliance Office, and the NCAA official website (ncaapublications.com – Div I Manual). Immediately notifies the Compliance Office if a potential violation of NCAA rules is observed. Understands that non-compliance with NCAA rules and regulations may be grounds for termination of employment.

3. Perform related duties as requested by the Director of Ticket Sales and External Relations and/or Deputy Director of Athletics.