

**JOB TITLE: Premium Experience Manager**

Department: Premium Experience  
 Location: Pacers Sports & Entertainment  
 Date: June 22<sup>nd</sup>, 2021

Salary: Exempt  
 Reports to: Director of Premium Experience

**SUMMARY:**

PS&E is seeking a Premium Experience Manager to coordinate relationships, ticket accounts, and experience efforts for the Indiana Pacers premium clientele with a focus on leased products such as suite, loge / theater boxes, and other premium seating areas. The PEM will work alongside the Premium Experience Team to build a platform for unique and customized benefits by consistently demonstrating an elevated level of service with internal and external clients. They will focus on strategies surrounding driving loyalty, retention, and growing business through management of relationships leading to renewals, upselling, cross-selling, and referral generation.

We are looking for someone that has solid account management experience with a dedicated service mentality and an ability to prioritize a variety of responsibilities. Our ideal candidate is organized and creative when it comes to planning and executing client campaigns.

**This role will require working extended hours including nights, weekends, and holidays, so we have a flexible work environment to accommodate the game and event schedules.**

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- **Premium Account Management, Strategy and Execution**
  - Fulfill on premium client touchpoints including face-to-face visits, out of office meetings, presentations, phone calls, handwritten notes, emails, premium client and other targeted events.
  - Build rapport and make individualized connections with multiple levels of the premium client account base to create a strong and lasting foundation for relationships to drive future business and lead the facilitation of relationships through all Pacers Sports & Entertainment departments.
  - Develop and document thorough profiling of premium client base within Salesforce CRM to build strategy around creating special moments and opportunities to customize the premium experience.
  - Monitor the annual billing cycle of quarterly payments for your client accounts and ensure that any additional product payments are received and processed in a timely manner.
- **Event Coordination, Staffing & Budget Management**
  - Establish unique and creative concepts that drive premium customer loyalty and develop strategic platforms that showcase events as desirable benefits and opportunities.
  - Coordinate the financial elements related to all premium client events planned, including but not limited to securing bids for venues/services, tracking event costs, submitting invoices for payment, and recapping final event costs and summary.
  - Coach and train a team of part-time staff of Premium Ambassadors to understand and deliver an elevated experience for our premium clients and their guests.
  - Work with the Premium Experience Team to develop and implement timelines and communication pieces for building event awareness and interest among the client base.
  - Track and update departmental event calendar while logging all communication efforts in Salesforce CRM.
- **Business Development**

- Achieve maximum retention of premium account client base on an annual basis and contribute to the Customer Loyalty team's overall retention and revenue goals.
- Grow individual client portfolio through upgrade and add-on sales within current client base, while also seeking referrals and new business opportunities.
- Focus on achieving new sales goals specific to season tickets, suite rentals and group tickets, and renew this portfolio of business annually.
- Through established relationships, facilitate meetings and introductions within the company to generate additional revenue opportunities (such as new leases, corporate partnerships, etc.)
- **Premium Experience Activation, Benefit Fulfillment, Project and Campaign Management**
  - Work alongside various internal teams to execute a positive and memorable experience for all premium areas including suites, premium clubs, inclusive areas and facilitate needs for VIP guests.
  - Collaborate with Premium Experience Team and PS&E departments to fulfill upon benefits that achieve client loyalty objectives.
  - Plan, lead and execute various projects related to managing the full scope of the full premium client experience (i.e. – communication, event planning, ticket distribution, parking coordination, on-site meetings, holiday card and gift distribution, app utilization, etc.).
  - Seek, share and train on opportunities to promote growth and learning that provide new methods to improve and achieve results, and foster building-wide integration and efficiency.
  - Serve as a teammate and advocate to achieve PS&E organization and cross-departmental goals and participate in community-wide initiatives in the local community and within Bankers Life Fieldhouse.
- Other duties as assigned.

#### **QUALIFICATION REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **EDUCATION and/or EXPERIENCE:**

Bachelor's degree (B.A. or B.S.) from a four-year college or university. At least two years of sales or service experience is required. Hospitality, Account Management, and Customer Service experience preferred. Knowledge of contracts and basic interpretation of legal documents and processes preferred.

#### **LANGUAGE SKILLS:**

Ability to read, analyze and interpret written and verbal instructions and reports. Ability to write reports and correspondence in an accurate, clear, concise, and entertaining manner appropriate to the audience. Ability to effectively present information and respond to questions from supervisors, clients, customers and the general public.

#### **COMPUTER SKILLS:**

Strong working knowledge and proficiency in Microsoft Office including Excel, Word, Outlook, Powerpoint, and Windows. Experience with Archtics (or related ticketing system) and Salesforce (or related CRM platform) is preferred.

#### **MATHEMATICAL SKILLS:**

Knowledge to apply mathematical operations to such tasks as analyzing costs, evaluating data, and managing account financials.

#### **REASONING ABILITY:**

Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret directions and technical diagrams.

#### **PROBLEM SOLVING REQUIREMENTS:**

Employee must make independent decisions and exercise independent judgment and discretion.

**PHYSICAL AND ENVIRONMENTAL DEMANDS:**

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, stand, walk, move heavy objects, use a computer, use a 10-key calculator, use a telephone, speak, hear, and write.

While performing the duties of this job, the noise level in the office work environment is usually moderate and the noise level in the Fieldhouse / game environment is usually loud. The stress level may become high during certain times of the year.

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.