



# BAKERSFIELD CONDORS (AMERICAN HOCKEY LEAGUE)

## Job Details

### Description

VP, Ticket Sales

About Oilers Entertainment Group: Oilers Entertainment Group (OEG) delivers leading sports, entertainment and other special event programming to fans and patrons in Canada and the United States. OEG owns the 5-time Stanley Cup Champion Edmonton Oilers, the AHL's Bakersfield Condors, the WHL's Edmonton Oil Kings, and operates Rogers Place, the new home of the Oilers and Oil Kings in downtown Edmonton.

#### **GENERAL RESPONSIBILITIES:**

- Set sales budgets, goals, and pricing
- Develop and execute the annual Ticket Sales strategic plan
- Direct and implement sales campaign cadence for Ticket Package, Group Sales and Premium Sales teams
- Create and grow a department culture of training, practice and development
- Host regular check-ins with department managers to monitor and adjust sales tactics and strategies
- Collaborate with various departments within the organization to ensure clarity for sales campaigns and initiatives
- Coach and mentor managers and sales reps on an individual and group basis
- Lead recruitment, hiring and onboarding of new ticket staff
- Upstream and downstream reporting
- Manage Annual Ticketing Calendar
- Represent the Condors on AHL calls and conferences

#### **PEOPLE LEADERSHIP RESPONSIBILITIES:**

- Set appropriate context and prescribed limits for direct reports:
  - Organization framework (e.g. vision, goals, values)
  - Business plans and work plans (e.g. strategic positioning, operational and resource plans)
  - Organization limits (e.g. legal, fiscal, and policy limits)
  - Manager's personal limits (e.g. hear bad news early and directly, not from others).
- Specify the outputs or results expected (e.g. work quantity, quality, and timelines). This includes both current work and improving work processes and methods.



# BAKERSFIELD CONDORS (AMERICAN HOCKEY LEAGUE)

- Provide inputs and/or resources required e.g. people (time & expertise), money (capital & operating budget, and technology and connect to results expected.
- Delegate appropriate authority to direct reports to do required work.
- Be accountable for the output/results of direct reports.
- Support direct reports in using judgement and initiative in doing work.
- Add value to the work of direct reports.
- Provide feedback and coach direct reports to improve their effectiveness; invoke performance improvement plans, if necessary.
- Assess personal effectiveness of direct reports and recommend merit increases.
- Develop talent - provide appropriate development opportunities to direct reports

## **Education, Experience and Skills:**

- Minimum of 5 years of ticket sales management experience
- Bachelor's Degree Preferred. In lieu of degree, extensive experience in a related field will be considered
- Proven leadership experience in a sales environment including coaching, mentoring, hiring, training, and performance management
- Strategic mindset with strong organization and planning skills
- Ability to prioritize a multitude of duties and handle multiple tasks
- Strong communication and interpersonal skills
- Willingness to work evenings, weekends and holidays as required
- Must have access to a vehicle and a motor vehicle license (or ability to obtain one prior to employment)
- Successful candidate will be required to provide proof of vaccination
- Knowledge of CRM and ticketing systems

*This role is budgeted with a starting wage between \$65k-\$75k base annually.*