

Assistant Director of Premium Services

Orlando Magic

Description

A quick summary about the Assistant Director of Premium Services role:

Assistant Director of Premium Services responsible for effectively leading the Premium Services team and developing strategies that provide legendary, world-class service to all Premium partners on the Event, Founders & Club levels, while increasing retention results, generating revenue, and creating long-term fan affinity. Develop relationships with premium clients, Amway Center concessionaire team (Levy Restaurants), Orlando Venues, part-time staff, and internal teammates / Magic departments to achieve maximum results for and from Orlando Magic premium clients.

What the role will focus on:

- Strategically coach Premium Services team on executing the day-to-day strategy to retain and maximize revenue for the organization from premium accounts through renewals, upselling, new sales and extension campaigns
- Build and maintain strong relationships with all Premium partners to ensure legendary service and an overall ROI/ROO
- Create a systematic and strategic renewal process, working closely with Business Strategy, Ticket Operations and Marketing to ensure long-term retention of premium accounts
- Work closely with leaders of both Premium and Ticket Sales to achieve the following:
 - Effectively transition new Premium partners sold to the Premium Services team
 - Build synergy and teamwork between Sales and Premium Services to maximize revenue generation to existing clients through renewal support, annual contract extension campaigns and upsell opportunities
 - Develop strategies that maximize revenue, including but not limited to referral program opportunities, repeat purchaser incentives, etc.
 - Achieve and exceed service selling goals through new full season tickets, partial plans, groups, and hospitality revenue
- Work with the Senior Director of Client Services, Fan Experience and Premium Services, as well as other leaders in each of the Fan Experience & Client Services

areas, to develop strategic visions that positively impact the long-term retention and legendary experiences of all Orlando Magic clients and fans

- Engage with Levy Restaurants (Amway Center concessionaire) to achieve the following:
 - Solid leadership relationships with the Levy team that ensure an ongoing legendary food & beverage experience at the Amway Center. Identify areas for innovation, efficiency and improvement and create action plans that both the Magic Premium Service team and Levy managers can execute
 - The smooth operation of the premium spaces, including the ICON Suite, Fields Ultimate Lounge, Jernigan's, Founders & Club levels
 - Offerings to all premium customers that include high-end catering services, menu opportunities and a detailed method for placing food and beverage orders that utilizes technology for efficiency and simplicity
 - Service standards including wait times, service recovery standards at appropriate levels in an effort to maintain legendary, world-class service to premium partners and fans
- Build, execute and hold executives accountable to the Premium partner quarterly touch-point plan
- Balance proactive and reactive client touchpoints via daily talk time on phones and weekly in-game and out of office visits, while also managing daily operational and managerial responsibilities
- Aid the Senior Director of Client Services, Fan Experience and Premium Services in developing and implementing the annual Amway Center Premium Services' business plan and budget and develop strategic revenue-driving initiatives where needed to achieve company revenue goals
- Assist in the achievement of additional revenue generation throughout the year through Icon memberships, OMYF Wine Auction and Golf Tournament sales
- Work alongside Senior Director of Client Services, Fan Experience and Premium and Business Strategy teams to solidify pro-forma numbers and projections for all Premium partners
- Work with Senior Director of Client Services, Fan Experience and Premium, Ticket Sales and Business Strategy teams to determine both short-term and long-term pricing strategies
- Manage payment collection and delinquent processes, working in conjunction with Finance, Legal and Ticket Operations departments to ensure timely payments, and establish action plans for delinquent accounts. Manage and update leadership on all delinquent accounts, and identify future "at-risk" accounts

- Oversee all premium contracts, renewals and fulfillment in CRM systems, work with Legal, Finance and CRM teams on accountability and execution
- Lead department efforts in establishing robust practices for utilizing CRM system to drive business forward, while capturing and updating account information for relationship purposes
- Oversee the Premium Services team in establishing and executing annual benefits that impact premium accounts in meaningful ways
- Work closely with Special Events team to achieve the following:
 - Execution of high-end special events for Premium partners that achieve promised benefits, amenities, and service, exceeding premium customers' expectations that achieve high show rates
 - Implementation of the Premium Summit and Business to Business events throughout the year
 - Implementation and inclusion of Premium partners in organization events
- Lead strategies and efforts related to Amway Center event access and enjoyment, including but not limited to the following:
 - Conduct gameday and event night visits to ensure service levels are exceptional
 - Right of First Refusal opportunities for applicable premium clients
 - Implementation of the obstructed view suite relocation policy and communication plan
- Work closely with all Amway Center event staff and Fan Experience team to ensure delivery of legendary, world-class service to Premium partners and fans
- All other duties assigned

What the role needs to have:

- Bachelor's degree or equivalent professional experience required.
- A minimum of five (5) years of sales and retention and customer service experience required.
- A minimum of two (2) years of supervisory experience required
- Experience developing and executing strategic revenue campaigns required
- Experience in premium seating or suite services preferred
- Ability to develop strong professional relationships with a high-end client base
- Experience in growing revenue through upselling and add-on opportunities including developing campaigns and processes around revenue generation

- Ability to coach, motivate and inspire a team toward a common goal.
- Strong strategic thinker with a solution-focused mindset preferred
- Willingness to work a flexible schedule including nights and weekends and be on-call as necessary based on the changing priorities of the department.
- Excellent skills with Microsoft Office, Teams, Outlook and other computer programs as needed.

What we offer you:

- Competitive total rewards
- Staff tickets to Orlando Magic home games
- 18 days of personal time off per year + 12 holidays (that is 30 paid days off year!)
- Fantastic benefits that include: medical, dental, vision, 401(k) with company matching
- Company sponsored events & outings
- Reduced summer work hours (every other Friday off)
- Culture built on Community, Innovation, Legendary and Teamwork!

Physical requirements

- None