

POSITION OVERVIEW

The Vice President of Ticket Sales will have oversight of all ticket sales, service, operations and analytics of the Georgia Swarm. The position will be responsible for strategic planning, management and implementation to drive sales and retention to achieve overall business goals.

DUTIES AND RESPONSIBILITIES

- Collaborate with Co-Owner & President and other applicable leadership in the development, planning and implementation of strategic planning of all ticket sales
- Communicate regularly with department heads on overall strategic direction
- Responsible for leading all employees within ticket sales, operations, & service staff
- Provide direction, coaching, discipline and mentoring to enhance performance and development of all ticket sales & service staff.
- Create systems to utilize data & analytics to assist leadership in making short and long term decisions
- Monitor and manage all seating inventory to maximize attendance and revenue
- Collaborate with Infinite Energy Center leaders and staff to achieve organizational goals
- Strategic planning approach to engage all team ticketing products. Product mix includes individual tickets, mini-plans, season memberships, group tickets, suites and other premium areas
- Coach & mentor all Directors & Managers of Ticket Sales
- Actively seek out knowledge in all software in order to be the team expert in technology as it relates to ticket sales & service
- Work with Co-Owner & President and Directors in developing organizational sales training program
- Create retention and utilization strategy for season ticket members
- Strong organizational budgeting and sales reporting skills with emphasis on CRM, forecasting, pacing, inventory, campaign/event management and effective leadership
- Submit timely reports to leadership team, including weekly, monthly & annual revenue reports
- Create sales contests and incentives to motivate and drive ticket sales staff to hit goals
- Actively seek out industry best practices, especially through implementation of new technologies, to drive business forward
- Partner with Marketing and Communications departments to plan and manage sales campaigns

REQUIREMENTS

- Bachelor's Degree from a four-year college or university
- Provide innovation and accountability
- Minimum of 5 years ticket sales management experience
- Experience in sales training programs
- Excellent communication and presentation skills.
- Ability to synergize efforts between multiple departments and teams
- Proven track record of generating incremental business results through data-driven strategy
- Proficient in Microsoft Office (Word, PowerPoint and Excel).
- Proficient in ticketing systems (AXS) and CRM Software (KORE and Salesforce).
- Able to work non-traditional hours, holidays, and weekends
- Must be able to multi-task and work in a fast-paced work environment
- Strong leader and motivator with ability to manage relationships with internal departments