

Director, Ticket Sales (University of Arizona Athletics)

Posting Number req19906

Department Administration and Athletics

Department Main Campus

Address 1 National Championship Drive, Tucson, AZ 85721 USA

Position Highlights The University of Arizona's Department of Intercollegiate Athletics is seeking an experienced ticket sales professional for the position of Director of Ticket Sales. This position will develop and implement ticket sales strategies and best practices for individuals and businesses that are targeted prospects for purchasing tickets to Arizona Athletics events through comprehensive sales campaigns. This includes season tickets, partial plans, group tickets and single game tickets for all ticketed sports as well as including football tailgate hospitality packages. This position shall manage the day-to-day operations of the inside ticket sales department, including part-time sales representatives, and be responsible for maximizing attendance and ticket revenue generation for Arizona Athletics.

The Athletics Department is dedicated to excellence in collegiate sports, building a modern model of intercollegiate athletics fostering a culture of integrity, innovation, and student-athlete success.

This position requires the ability work a flexible schedule, including nights and weekends, and travel for competition and recruiting.

Outstanding UA benefits include health, dental, and vision insurance plans; life insurance and disability programs; paid vacation, sick leave, and holidays; UA/ASU/NAU tuition reduction for the employee and qualified family members; retirement plans; access to UA recreation and cultural activities; and more!

The University of Arizona has been recognized for our innovative work-life programs. For more information about working at the University of Arizona and relocations services, please [click here](#).

Duties & Responsibilities

- Increasing ticket sales revenue by maintaining appropriate call volume to achieve and exceed annual sales goals

- Calling current and past customers, cold-calling new leads, and contacting area businesses and individuals via in-person appointments and networking events to generate sales
- Developing, managing and executing a year-around inside ticket sales campaign, with a primary focus on football season tickets, mini plans, group and individual game ticket sales
- Manage day-to-day activities of inside ticket sales department and staff to include recruiting, hiring, training, developing and supervising volunteer, work study, and/or paid part-time UA student sales representatives
- Implement and teach “best sales practices,” set goals, coach and motivate sales representatives, including technique training and evaluation to identify strengths and weaknesses
- Provide excellent customer service and build relationships to create repeat business and maximize revenue
- Create events (i.e. select-a-seat, referral receptions, exclusive behind-the-scenes-tours) to generate sales and sell ticket packages; collecting individual game ticket buyer data on game days, building client base and prospecting database of qualified leads
- Prospect new clients and prospective customers utilizing game days and other networking events
- Act proactively to create opportunities for new business with existing customers
- Develop and increase “CatBackers” (accounts with 10+ football season tickets) portfolio and sales, including fulfillment
- Actively sell, renew and service group ticket accounts, achieving set revenue goals via: seeking and implementing sales and service best practices, prospecting/profiling, networking at outside events, lead generation, thorough data capture, and personal database management
- Work to grow existing group and theme night events and develop, plan, and execute new ones.
- Establish and maintain strong relationships with key group contacts
- Work in conjunction with the Ticket Office and Marketing department to sell theme nights and ticket packages to events

- Play a significant role in developing and executing season ticket sales and marketing plans for all admission-charging sports
- Attend and actively participate in weekly ticket sales meetings, providing accurate updates on prospecting activity, sales performance, outside appointment and event recaps, and account management
- Track ticket sales and maintaining CRM database (Salesforce)
- Work with the Director of Marketing to implement effective Database Marketing Program
- Assist with various team events, ticket promotions, community events, and social and civic activities
- Work all home games as needed, performing various ticket sales and service duties, fulfilling events, servicing groups, and prospecting new sales throughout the game
- Demonstrate commitment to teamwork and ability to adhere to University policies and procedures
- Friendly and professional telephone manner
- Other duties as assigned

Top Performers:

- Strong organizational and administrative skills
- Sound written and verbal communication skills
- Ability to problem solve and make decisions
- Ability to multi-task with frequent interruptions
- Dedication and motivation to initiate, lead and support value-added projects
- Meticulous attention to detail
- Self-motivated, results-oriented, and has a positive demeanor
- Demonstrated organizational skills, including the ability to plan, establish priorities and successfully manage multiple priority projects
- Demonstrated ability to develop and maintain positive interpersonal relation
- Demonstrated ability to communicate effectively with individuals at all organizational levels, and project a positive, professional attitude

Minimum Qualifications

- Bachelor's degree
- Five years of experience selling tickets for a professional and/or college sports program
- Experience in cold calling with a proven track record in sales and building quality relationships, while maintaining working Salesforce knowledge
- The ability to work nights and weekends during various sport seasons

Preferred Qualifications

- Master's Degree in Sports Administration or Business Administration/Marketing
- Proficiency with Paciolan ticketing system and Adobe Email
- Two years of supervisory experience in athletics ticketing environment
- Experience with creating campaigns to increase ticket sales, such as using imaginative solutions to create business opportunities
- Proficiency with sales management software

FLSA Exempt

Full Time/Part Time Full Time

Number of Hours Worked per Week 40 + nights and weekends

Job FTE 1

Work Calendar Fiscal

Job Category Athletics

Benefits Eligible Yes - Full Benefits

Rate of Pay \$47,356 - \$59,195

Compensation Type salary at 1.0 full-time equivalency (FTE)

Grade 6

Compensation Guidance The **Rate of Pay Field** represents the University of Arizona's good faith and reasonable estimate of the range of possible compensation at the time of posting. The University considers several factors when extending an offer, including but not limited to, the role and associated responsibilities, a candidate's work experience,

education/training, key skills, and internal equity.

The **Grade Range Minimum, Midpoint, and Maximum Fields** listed below represent a full range of career compensation growth over time in this position and grade. Each unit typically sets starting pay between minimum and midpoint upon hire. The university offers compensation growth opportunities within its career architecture. To learn more about compensation, please review our [Applicant Compensation Guide](#) and our [Total Rewards Calculator](#).

Grade Range Minimum \$47356

Grade Range Midpoint \$59195

Grade Range Maximum \$71034

Career Stream and Level PC3

Job Family Events Mgmt, Athletics

Job Function Athletics

Type of criminal background check required: Name-based criminal background check (non-security sensitive)

Number of Vacancies 1

Target Hire Date 7/10/2024

Expected End Date Contact Information for Candidates Tony Daniel | tonydaniel@arizona.edu

Open Date 7/3/2024

Open Until Filled Yes

Documents Needed to Apply Resume, Cover Letter, and One Additional Document

Special Instructions to Applicant Application: The online application should be completed in its entirety. Blank or missed information may be considered an incomplete submission.

Letter of Interest: Should clearly indicate how your skills and professional employment experience meet the Minimum and the Preferred qualifications (if applicable).

Additional Questions: Please answer the questions completely.

1. Describe your knowledge of NCAA and Pac-12 Conference rules and regulations relating to academics, satisfactory progress, and eligibility.

2. Please list below any experience you have had since 2015 with high school or college student-athletes. This includes working or volunteering in any capacity with a high school, AAU, sports club, junior college or 4-year institution student-athlete, athletics team or department.

3. Applicants for this position are subject to the following NCAA Bylaws 11.4.2, 11.4.2.1, 11.4.2.2, 11.4.3, 11.4.3.1, 11.4.3.2, 11.4.4, 11.4.4.1, and 11.4.4.2. You may be asked about these Bylaws in an interview, and you may be asked to sign a future affirmation confirming the same prior to or upon your employment by The University of Arizona, if you are selected for employment. Do you understand that by submitting your application for employment you are affirming that you have read these Bylaws, and that such Bylaws would not preclude your employment by The University of Arizona?

4. Are you the parent, coach, relative or guardian of a prospective student-athlete (i.e., student in 9-12 grade or 7-12 grade for men's basketball or junior college student) in the sport of men's basketball, women's basketball or football or have any other type of association with any prospective student-athlete in the sports of men's basketball, women's basketball or football? If yes, please explain.

5. Is your potential employment within the athletic department conditioned upon the enrollment of any prospective student-athlete (i.e., student in 9-12 grade, 7-12 grade for men's basketball or junior college) in the sport of men's basketball, women's basketball or football? If Yes, please explain.

6. Do you understand that failure to disclose any information related to your affiliation with a prospective student-athlete (student in 9-12 grade, 7-12 grade for men's basketball or junior college) in the sports of football, men's basketball or women's basketball might render your application ineligible for consideration?**Diversity Statement**At the University of Arizona, we value our inclusive climate because we know that diversity in experiences and perspectives is vital to advancing innovation, critical thinking, solving complex problems, and creating an inclusive academic community. As a Hispanic-serving institution, we translate these values into action by seeking individuals who have experience and expertise working with diverse students, colleagues, and constituencies. Because we seek a workforce with a wide range of perspectives and experiences, we provide equal employment opportunities to applicants and employees without regard to

race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, or genetic information. As an Employer of National Service, we also welcome alumni of AmeriCorps, Peace Corps, and other national service programs and others who will help us advance our Inclusive Excellence initiative aimed at creating a university that values student, staff and faculty engagement in addressing issues of diversity and inclusiveness.

Notice of Availability of the Annual Security and Fire Safety Report In compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (Clery Act), each year the University of Arizona releases an [Annual Security Report \(ASR\)](#) for each of the University's campuses. These reports disclose information including Clery crime statistics for the previous three calendar years and policies, procedures, and programs the University uses to keep students and employees safe, including how to report crimes or other emergencies and resources for crime victims. As a campus with residential housing facilities, the Main Campus ASR also includes a combined Annual Fire Safety report with information on fire statistics and fire safety systems, policies, and procedures. Paper copies of the Reports can be obtained by contacting the University Compliance Office at cleryact@arizona.edu.