

## **THE GAME PLAN**

The Director of Group Sales is a key leadership position on the Pacers ticket sales team that will hire, coach, mentor, and train a sales team focused on selling group tickets and hospitality areas (including nightly suite rentals, Fan Experience Packages, etc.) for the Indiana Pacers and other Bankers Life Fieldhouse events. They will develop both short- and long-term sales goals and action plans for the department, as well as lead a small team of Group Service Coordinators that assist in planning and executing group initiatives such as STEMFest, the Indiana Pacers School Fundraising Program, College Hat Nights, and more.

## **BE A PART OF THE FIELDHOUSE OF THE FUTURE**

Bankers Life Fieldhouse hosts 550 events per year with over 1.7M visitors. The Fieldhouse is currently in the midst of a \$360M renovation to make what is regarded as one of the best basketball arenas in the world even better! The renovations are scheduled to be completed in the summer of 2022 and feature new clubs, suites, hospitality, and group areas, along with upgrades to seats, concourses, and the game experience. This is an incredible opportunity to expand your career marketing an iconic venue!

## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Champion all Pacers Sports & Entertainment group ticket sales and customer service philosophies.
- Create and execute the department business plan, as well as establish a motivating sales culture that is in line with the rest of the overall sales department and company.
- Responsible for hiring, day to day management, retention and professional development of the Group Sales and Service staff.
- Responsible for selling all group tickets and hospitality for the Pacers and Fever by targeting churches, schools, youth sports/camps, civic organizations, and others.
- Responsible for the successful execution of all group sales events to exceed customer expectations and ensure renewal business in future years.
- Grow revenue through a variety of approaches including but not limited to face-to-face appointments and comprehensive call campaigns while tracking the return on investment for these approaches.
- Generate revenue from new group customers through all incoming solicitations and online group initiatives.
- Work with Community Relations and Game Entertainment to sell tickets to groups taking part in pre-game, game and/or post-game activities.
- Establish and lead productive sales events throughout the year at specified Indiana Pacer home games to drive additional revenue.

- Craft creative programs that increase sales opportunities and, in turn, increase overall Group Ticket Sales.
- Develop and constantly grow a database of prospects through various professional prospecting and networking efforts throughout the community.
- Assist in developing a sales business plan that encompasses all of ticket sales.
- Produce timely and accurate reporting that monitors the progress of the sales team individually and collectively.
- Responsible for assisting the Associate Vice President, Ticket Sales with the annual budget for the Group Sales Department and responsible for reaching set budget revenue and expense targets for group sales area.
- Work closely with other sales groups and departments to achieve overall company goals.
- Responsible for resolving game day problems or other ticket problems, and will make group ticket decisions including, but not limited to, ticket package decisions, prices, and relocation issues.
- May be required to represent PS&E at external or internal functions to increase the company's exposure and improve sales opportunities.
- Work all group related events.
- 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.) from a four-year college or university preferred.
- 1 – 2 years of successful ticket sales management experience
- Effective leadership skills with a successful history of leading others.
- Proven track record of hiring and developing top talent with hands-on training and mentoring, strong listening skills, and an ability to establish and maintain a collaborative environment.
- Detail oriented with a demonstrated customer service mentality and excellent follow through.
- Tenacious sales skillset with a proven history of prospecting, negotiating, and closing business.

- Excellent communication skills with all levels of the organization (as well as internally and externally) and must be effective at presenting to executive management.
- Possess a willingness to work long hours, evenings, weekends, and holidays.

**LANGUAGE SKILLS:**

Ability to communicate effectively (oral & written) with all types of clients, co-workers, and the general public, as well as in stressful situations and when working under rigid timelines.

**MATHEMATICAL SKILLS:**

Knowledge to apply mathematical operations to such tasks as analyzing costs, making change, and figuring statistics.

**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 pertaining to leading and servicing employees, clients, and prospects.

**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, write, and lift up to 10 pounds.

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, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.