

GROUP SALES REPRESENTATIVE

2231

Date: August 2009

Department/Division: EFD

FLSA: Non-exempt

Reports to: Box Office Manager

PURPOSE OF POSITION

Under the direct supervision of the Box Office Manager, assists in the operations of the box office. Develop and implement strategies to generate ticket sales for all events.

ESSENTIAL DUTIES OF POSITION (with or without accommodation)

The following duties are normal for this position. These are not to be construed as exclusive or all inclusive. Other duties may be assigned.

- Provide support for the Box Office Manager and act as a back up in his/her absence.
- Create and manage season ticket sales for athletic teams as well as Broadway shows; develop and implement strategies to generate increased season and group sales
- Manage group sales ticketing; process group ticket orders and provide information regarding area amenities and activities.
- Develop and maintain a computerized prospect lead list; identify, establish and follow up on prospects. Maintain an accurate database of all ticket buyers and keep records of groups contacted and sales generated.
- Generate new group sales contact through phone calls and direct sales presentations; set sales goals, monitor the goals and provide reports on the group sales efforts.
- Mail informational brochure when requested and generate mass mailings to targeted audiences.
- Build and maintain a working rapport with group leaders throughout Sioux City and the surrounding area.
- Coordinates group sales promotional materials, including ticketing brochures and fliers.
- Conducts research and identifies target group prospects; creatively approach these groups through promotions, telephone solicitation and meetings.
- Plan and execute group-related special events; pre- or post-show events. Communicate and work closely with staff (operational and catering) to make sure all details are covered and special events are handled properly.
- Regularly lifts up to 10 pounds and occasionally lifts up to 30 pounds.
- Expected to temporarily perform duties outside of normal classification in the event of a declared emergency. In the event that an employee is excused from work other than being sick, they will be required to report to work in a state of declared emergency.

MINIMUM TRAINING AND EXPERIENCE REQUIRED TO PERFORM ESSENTIAL FUNCTIONS

High School diploma or GED and two to three years experience with customer service, accounting, and/or sales. Experience with TicketMaster or other ticketing system a plus, but not required. Any equivalent combination of experience and training that provides the required knowledge, skill and abilities. Prior phone sales experience preferred.

MINIMUM ABILITIES REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Abilities

Ability to speak clearly so others can understand you, ability to see details at close range (within a few feet of the observer), ability to see details at a distance, ability to identify and understand the speech of another person, ability to listen to and understand information and ideas presented through spoken words and sentences. Must be able to access all areas of the Tyson Event Center, some of which are accessible only by stairs.

Job Knowledge

Good knowledge of sales and/or marketing; skill in operation of calculator, cash register, computer, Word, Excel and spreadsheets; ability to establish good working relationships with other employees and the public; good physical condition. Knowledge of arena, theatre, arts, and entertainment is preferred.

Language Skills and Interpersonal Communication

Requires effective communication skills and the ability to provide assistance to customers (external and internal). Requires the ability to write and speak effectively with fellow employees, event promoters and coordinators, catering staff, and the general public; read in English; apply common sense understanding to the work process, procedures, programs and services; and to provide and follow verbal and written instructions. Requires the ability to work as a member of a team in order to accomplish tasks; the ability to establish and maintain effective working relationships with other employees and the general public. Must be able to effectively interact with others to resolve problems and conflicts. Must have superior communications skills via phone.

Work Environment

Ninety percent of work is normally performed in a normal inside office environment with appropriate heating and cooling and is not subject to significant occupational or environmental hazards other than those normally associated with general public contact, dust or odors. Must be able to work extended hours to include weekends, evenings and holidays. Travel in all types of weather extremes to attend training and/or organizes meetings conferences, and workshops; must be mobile and able to visit businesses and organizations within the metro area.

Special Requirements

Must possess or be able to obtain a valid Iowa Driver’s License.

I have carefully read and understand the contents of this job description and have been given the opportunity to ask my supervisor any questions I have regarding my duties and responsibilities as described therein.

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| Employee Signature | Date | Department Approval | Date |
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The City of Sioux City is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages employees and prospective employees to discuss needed accommodations with the appropriate City representatives.

Approved Resolution: 000618
Dated: August 3, 2009