



Blue Ribbon Baseball, LLC / Lake Country DockHounds

Position Description

Position Title: Group Sales Manager

Overview

This position will focus on generating revenue through full menu DockHounds ticket sales products and maximize tickets sales through pipeline management, cold-calling, client development, customer service, and ownership of verticals and initiatives. This position reports to the Assistant General Manager and assists in the creation and implementation of strategies that will increase group sales revenue. In addition to managerial responsibilities, the focus will be generating business through individual sales efforts.

Management Duties

- Assist in training staff as it pertains to group sales
- Assist in creation of ticket sales inventory and packages
- Assist in group sales catalog on a yearly basis
- Assist in the development of ticket department's group sales strategy
- Work with promotions to develop group theme nights that generate ticket revenue
- Assist in creating processes to ensure all group events are properly set-up and executed
- Provide weekly, monthly, and yearly reports to Assistant General Manager
- Help create and implement initiatives as they pertain to ticketing department
- Contribute positively to the culture of ticket sales department and lead by example

Individual Sales Contributor Duties

- Make sales calls both in person and via phone/email to recruit new business and develop retain existing group sales ticket business
- Develop and execute on ticket sales initiatives that are directly in line with an annual group ticket sales quota that will be established for each calendar year
- Set up group areas as needed for customers
- Assist box office in ticket operations as needed
- Perform managerial responsibilities within the sales department, including regular supervision and training of others
- Update CRM system and log daily activities
- Maintain personal and team-wide sales records
- Analyze target market and create plans for engagement
- Continually increase the branding and image of the Lake Country DockHounds through face-to-face sales interaction, attending community events and different networking opportunities, along with supporting charitable and non-for-profit initiatives

Qualifications

A qualified candidate must have a bachelor's degree and at least 2-3 years of successful experience in ticket sales with a proven track record of success within Minor League Baseball or comparable entity. Prior sales management experience is preferred, but not required. A successful candidate should showcase excellent communication skills with the ability to have effective and frequent dialogue with prospects, clients, and account managers. The desired candidate should also have a strong work ethic and be highly motivated to achieve sales goals. The ability to work evenings, weekends and holidays in an outdoor environment is required.