



TITLE: **Group Sales Manager**

ENTITY: Spectra Venue Management

REPORTS TO: Director of Marketing

LOCATION: Core Entertainment (FirstOntario Centre, FirstOntario Concert Hall & The Studio)
Hamilton, Ontario, Canada

QUALIFICATIONS

- Bachelor's Degree from an accredited college or university with major coursework in business management, sports management, business administration or another related field
- Minimum of 2 years sales experience, preferably in sports/entertainment, required
- Excellent written and verbal communication skills in the English language required
- Strong leadership, organizational and computer skills required
- Ability to travel as required, car owner
- Willingness to work the hours necessary to meet sales goals (evenings and weekends)
- Photoshop, Microsoft Office suite (excel, word, PowerPoint)

JOB FUNCTIONS:

- Responsible for managing all aspects of the sales, marketing and solicitation of new business opportunities for selected family shows, sporting events, concerts and other events offering Group Sales and all dinner and pre-show packaging.
- Responsible for contributing to the continued development and creation of new revenue streams for the Group Sales Department at Core Entertainment.
- Manage all aspects of the Group Sales department's event campaigns including letters of agreement, sales plans, collateral creation, website, salesforce campaigns, outbound and inbound call management, seat holds, settlement and day of event execution.
- Liaise and negotiate with promoters on all aspects of Group Sales for events utilizing our venue services.
- Responsible for prospecting for new business and managing and developing an existing client base of accounts. This involves utilizing Salesforce and conducting an aggressive outbound and in person sales campaign throughout the year.
- Creation and management of dinner/pre-event packages and events within events to provide quality products and services and maximize revenue generating opportunities.
- Manage ticketing for dinner packages, pre-event packages and group orders for Core Entertainment events.
- Manage in conjunction with the Director of Marketing the development and implementation of the revenue and expense budget for the Group Sales department at Core Entertainment.
- Annually create and implement a proactive summer project plan that supports our company goals to create new revenue streams, maximize the customer experience and streamline operations
- Act as main contact of FirstOntario Centre suite owners for non-hockey events



- Responsible for the marketing, sales and service of FirstOntario Centre suite rentals for non-hockey events
- Manage weekly sales reports
- Manage Group Sales and event pages on the website
- Manage all aspects of departmental customer service
- Event day responsibilities as required to include evenings and weekends
- Work seamlessly with other departments participating in venue initiatives
- Perform other duties and responsibilities as assigned

INTELLECTUAL/SOCIAL, PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- The intellectual/social, 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.

INTELLECTUAL/SOCIAL DEMANDS:

- While performing the essential functions of this job, the employee is continuously asked to multi-task under time limits. Position requires constant attention to precise details and accuracy of specified standards including: following simple to complex (more than 3 steps) instructions, and concentration which frequently extends beyond 30 minutes at a time. This position also requires constant use of interpersonal skills including: ability to foster collaboration, recognize and resolve conflicts, and openly communicate in writing and verbally with clients.

PHYSICAL DEMANDS:

- While performing the essential functions of the job, the employee constantly operates a computer and other office devices such telephones, copy machines, fax machines, etc; occasionally moves about inside the office to access storage areas, cabinets and office machinery; occasionally moves about the arena before/during/after events to service client and perform job functions; constantly communicates via telephone, email and in-person with others to exchange accurate information.

WORK ENVIRONMENT:

- The duties of this position are usually performed indoors. The noise level in the work environment is usually moderate to loud during events and minimal during non-event times.

To APPLY, please visit:

info@coreentertainment.ca