

Job Title: Coordinator, Groups Sales & Ticket Service
Directly Reports To: Manager, Ticketing & Fan Services
Status: Full-time permanent
Salary Range: \$35,000-\$45,000

This posting is for an existing vacancy, for the position of Coordinator, Groups Sales & Ticket Service within the Sarnia Sting Hockey Club is a key member of the organization's business operations and sales team. The primary focus of this employee is to create, implement, and execute sales strategies that grow revenue through group ticket sales initiatives, while also providing support to additional ticket sales efforts when required.

The goal of the Coordinator, Groups Sales & Ticket Service is to strive to achieve capacity crowds at Sarnia Sting home games through targeted group sales efforts and large-volume ticket buys. Working collaboratively with the Vice President of Business Operations, this position supports a layered ticket sales strategy designed to maximize attendance and ticket revenue. This employee will generate new business through strategic cold calls, emails, meetings, and networking, while retaining existing business by maintaining strong relationships with group leaders and decision makers and delivering a top-tier customer experience.

While the role is predominantly focused on group sales, the Coordinator will also provide secondary support to the Box Office and other ticket sales initiatives, assisting with individual ticket sales, renewals, and special ticket programs as needed to support overall organizational sales goals.

Reporting directly to the Manager, Corporate Partnerships and Box Office Manager, this employee will also be responsible for supervising several frontline employees and volunteers, including participation in the Internship Program.

DUTIES AND RESPONSIBILITIES

Group Sales (85%)

- Reporting to the Manager, Corporate Partnerships: Generate revenue for the Hockey Club through group ticket sales for Sarnia Sting home games.
 - Generate leads, execute cold calls, emails, and meetings to acquire new and renewal business for the Club.
 - Responsible for selling and executing group experience inventory.
 - Provide the best possible fan experience for fans attending Sting home games.
 - Achieve a group sales target of at least \$190,000.
- Maintain strong and positive relationships with group leaders/ decision makers, helping to retain them year over year.
- Provide a top-tier level of customer service when dealing with Sting ticket holders and stakeholders.
- Assist the Marketing & Gameday team with providing all fans in attendance with the best possible experience at the games.
- Lead a volunteer intern team in successfully executing all group sales experiences sold
- Accurately and efficiently track and report all group sales throughout the season to share with management team.

Box Office & Ticket Sales Support (15%)

- Reporting to the Box Office Manager, create and implement new ticket sales strategies.
- Support the Box Office and Box Office Manager when needed by working the ticket kiosk and answering phones, servicing ticket orders.
- Assist the Box Office and Box Office Manager with the sale of luxury suites, season tickets, flex packages when needed.
- Utilize the Sarnia Sting ticketing software to book, process, send and secure tickets for fans.



- Assist with special ticket promotions or organization-wide ticket sales initiatives as assigned.
- Work collaboratively with the Box Office Manager and staff to ensure efficient execution of group ticketing needs including all communication regarding ticket allocation, printing, and pickup requests.

REQUIRED EXPERIENCE & SKILLS

The successful candidate must:

- Come to the rink each day with a positive attitude, strong work ethic and creative mindset.
- Demonstrate a desire and willingness to learn, develop sales skills, and grow as a contributing member of a collaborative and supportive team.
- Possess a customer service-focused mindset with a commitment to providing Sting fans and group clients with an exceptional ticket purchasing experience.
- Show strong communication and interpersonal skills, with the ability to build and maintain relationships with group leaders, decision makers, and ticket holders.
- Be comfortable using ticketing systems, Microsoft Office, and other sales-related technology, with a strong level of technological comprehension.
- Be highly organized and detail-oriented, with the ability to manage multiple accounts, priorities, and deadlines.
- Hold a minimum of a two (2) year college diploma or equivalent education.
- Previous experience in sales, ticket sales, customer service, or hospitality is considered a strong asset.
- Demonstrate a passion for live events and professional sports, with a strong understanding of the game of hockey and the Ontario Hockey League considered an asset.
- Be willing to work evenings, weekends, and holidays as required to support game days and ticket sales initiatives.

SCHEDULE & COMPENSATION

This position requires regular evening and weekend work, as dictated by the Sarnia Sting game schedule as well as community engagement and special events schedule. This is a full-time position with compensation that includes: Salary, bonus and benefits.

TO APPLY

Please send a cover letter and resume to Val Gotelaer (Manager, Corporate Partnerships) at vgotelaer@sarniasting.com citing the job title in the subject line. References may be required upon request.

Application Deadline: Friday, May 22nd, at 11:59PM

No Artificial Intelligence (AI) will be used to screen, assess or select applicants for the position

We thank all applicants for their interest, however only those selected for an interview will be contacted.

The Sarnia Sting Hockey Club is an equal opportunity employer. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs.

We do not discriminate based on race, colour, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under law.

