

## Manager of Ticket Operations—Athletics

### **Function of Job:**

Under general supervision of designated administrator, manage aspects of ticket operation pertaining to customer service, ticket sales and operations, distribution of marketing materials, special event preparation, administrative information systems, and marketing and sales reporting.

### **Characteristic Duties and Responsibilities:**

1. Establish procedures in dealing with third party ticket agency such as: software product to extract ticket sale data for each event, establish an accounts receivable for ticket settlements with the box office
2. Create and maintain computer data base for accounting/tracking the following: actual vs. projected sales for evaluating marketing strategies; revenue contracts, revenue amounts and services rendered for each contract executed; program sales performance and spectator attendance for each event; complimentary tickets; determine seating priority for season ticket seat assignments.
3. Establish reporting process to create accounts receivable for all revenue contracts and provide payment schedule for the same.
4. Serve as the departmental liaison with the box office.
5. Establish process and benchmarks to measure revenue performance and profitability of each revenue contract.
6. Create and periodically update a procedures manual for training program sellers to include: inventory control, sales methods, cash handling, sales performance expectations, employment conditions and evaluation, etc.
7. Train and supervise program sellers.
8. Prepare and maintain a master ticketing/promotions calendar of all Athletics sport and special events.
9. In cooperation with the box office, schedule box office hours and distribution of tickets
10. Prepare, duplicate, and distribute all order forms for season tickets and requests from special publics, and execute mail order and telemarketing sales strategies.
11. Assist in designating seat assignments for season ticket holders, group ticket sales, and others. Assist with creating group ticket packages.
12. Supervise the handling of consigned tickets to and from member NCAA institutions.
13. Prepare reports relating to promotion, marketing and sales goals, efforts and results.
14. Evaluate and recommend changes in procedures and practices.

### **Minimum Acceptable Qualifications:**

1. Bachelor's degree in accounting, business administration or related field and two years of related experience, preferably with intercollegiate ticket operations and customer relations.
2. Good public relations skills.
3. Willingness to work irregular hours and weekends
4. Ability to work with faculty, staff, students, and the general public.

11/4/99

System Approval

7/1/99

Effective Date

**This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.**

Revised – original approved 5/16/78 and revised 7/30/80 as Ticket Manager and 9/10/87 as Athletic/Recreation Ticket/Concession Manager and 6/28/95 as Ticket Office Manager