



Sacramento Theatre Company Job Description

Employee Name:
Job Title: Group Sales Coordinator
Department: Marketing
Reports To: Business Development Director
FLSA Status: Non-Exempt
Prepared By: HR to Go
Prepared Date: September 2, 2010

Summary:

This position is responsible for developing and maintaining a pro-active leadership role for sales and servicing of student group and adult group ticket sales, as well as on-site special events. Participates in marketing activities as required.

Essential Duties and Responsibilities: include the following. Other duties may be assigned.

- Maintain all group sales on Tickets.com database.
- Maintain organized hard-copy records of group sales for each show of the season.
- Compile and maintain an organized list of prospects and contacts for corporate, special interest, and student group sales.
- Produce weekly sales reports.
- Create and distribute season materials to existing contacts, as well as new contacts, regarding group sales and special event promotion.
- Develop and implement marketing plans for group sales including production of promotional materials for corporate group and student matinee ticket sales.
- Create and distribute ad materials to solicit corporate special events to be held on-site.
- Actively and continuously seek new contacts.
- Contribute to season budget projections.
- Achieve projected income sales goals for the season.
- Provide services for all group sale accounts including contracts, payables, invoices, ticketing, select seating. This includes mailing all materials to contact person, and creating new invoices and contracts when necessary.
- Coordinate requests as needed for disabled patrons, including contracting interpreters for the hearing impaired and creating space for wheelchairs.
- Communicate with Operations Manager as to groups attending (name of group, number of people expected) and reception/ event requests and needs.



- Act as the point person between STC and the corporate special event organizers, when applicable. Answer any and all questions about space, communicate with caterers, arrange set-up, etc.
- For all STC-sponsored events (book signings, staff parties, board appreciation pot-lucks, etc.) organize all aspects and recruit help of other employees as needed.
- Assist in the box office as needed, which requires full competency of Tickets.com and its functions.
- Ability to get along and work effectively with others
- Regular, predictable attendance is required

Supervisory: This job has no supervisory duties

Measures of Performance: The Group Sales Coordinator shall be considered to be performing in an acceptable manner when the following have been accomplished:

1. *Problem Solving* - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
2. *Forward Thinking* - Anticipates possible problems and develops contingency plans in advance; Notices trends in the industry or marketplace and develops plans to prepare for opportunities or problems; Anticipates the consequences of situations and information and plans accordingly; Anticipates how individuals and groups will react to situation and information and plans accordingly.
3. *Customer Service* - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
4. *Interpersonal Skills* - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
5. *Oral Communication* - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Tailors the content of speech to the level and experience of the audience; Uses appropriate grammar and choice of words in oral speech; Organizes ideas clearly in oral speech; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
6. *Written Communication* - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.



7. *Teamwork* - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Listens and responds constructively to other team members' ideas; Offers support for others' ideas and proposals; Is open with other team members about his/her concerns; Expresses disagreement constructively.
8. *Quality Management* - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
9. *Self Confidence* - Is confident of own ability to accomplish goals; Presents self crisply and impressively; Is willing to speak up to the right person or group at the right time, when he/she disagrees with a decision or strategy; Approaches challenging tasks with a "can-do" attitude.
10. *Results Orientation* - Develops challenging but achievable goals; Develops clear goals for meetings and projects; Maintains commitment to goals in the face of obstacles and frustrations; finds or creates ways to measure performance against goals.
11. *Professionalism* - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
12. *Persuasive Communication* - Identifies and presents information or data that will have a strong effect on others; Selects language and examples tailored to the level and experience of the audience; Selects stories, analogies or examples to illustrate a point; Creates graphics, overheads or slides that display information clearly and with high impact.
13. *Ethics* - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
14. *Organizational Support* - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
15. *Judgment* - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
16. *Planning/Organizing* - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.



17. *Attendance/Punctuality* - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
18. *Dependability* - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan.
19. *Flexibility* - Is able to see the merits of perspectives other than his/her own; Demonstrates openness to new organizational structures, procedures and technologies; Switches to a different strategy when an initially selected one is unsuccessful; Demonstrates willingness to modify a strongly held position in the face contrary to evidence.
20. *Initiative* - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Identifies what needs to be done and takes action before being asked or the situation requires it; Does more than what is normally required in a situation; Seeks out others involved in a situation to learn their perspectives; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
21. *Customer Orientation* - Quickly and effectively solves customer problems; Talks to customers to find out what they want and how satisfied they are with what they are getting; Lets customers know that he/she is willing to work with them to meet their needs; Finds ways to measure and track customer satisfaction.
22. *Thoroughness* - Sets up procedures to ensure high quality of work; Monitors the quality of work; Verifies information; Checks the accuracy of own and others work.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Has impeccable reputation and the utmost integrity
- Prides him/herself on multi-tasking and meeting deadlines in a fast moving environment
- Ability to use Windows based computer applications, such as Microsoft Word, Excel, Access, Outlook, PowerPoint, Publisher or equivalents
- Has software / web / marketing skills and the desire to learn more
- Possess excellent communication skills; written, verbal and interpersonal



Education and/or Experience:

Associate's degree (A.A.) or equivalent from two-year college or technical school; or six months to one year related experience and/or training; or equivalent combination of education and experience.

Language Skills:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or regulations. Ability to write reports, business correspondence, and procedure marketing materials. Ability to effectively present information and respond to questions from groups of managers, members, boards and the general public.

Mathematical Skills:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability:

Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.

Computer Skills: To perform this job successfully, an individual should have knowledge of Internet software and the Microsoft Office Suite of products. Knowledge of basic office equipment should include: Internet and email, copy and fax machines, postage meter and telephone.

Certificates, Licenses, Registrations: A current CA driver's license and proof of auto insurance are required.

Physical and Emotional Demands: The physical demands 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. The inability to cope with a stressful work environment does not constitute a protected disability.

While performing the duties of this job, the employee is frequently required to sit. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl and talk or hear. The employee must occasionally lift and/or move up to 15 pounds.



Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet

Acknowledgements: I have reviewed and understand the above job description and believe it to be accurate and complete. I also understand that the company retains the right to change this job description at any time. I also understand that this job description is not a contract for work.

I certify that I possess all of the “Essential Requirements” of the job outlined herein, except as noted here (If none, so state): _____

I certify that I am fully capable (with or without a reasonable accommodation) of performing all of the essential functions documented herein, and I do not have a physical or mental disability that would jeopardize the health and or safety of my co-workers.

I do not require an accommodation in order to perform the essential functions of this job as indicated in this job description.

I require an accommodation in order to perform the essential function of this job as indicated on this job description. The accommodation I require is:

I certify that I am fully capable of completing all of the responsibilities documented herein and I do not have a physical or mental disability that would jeopardize the health and or safety of my co-workers.

I understand, and fully agree, that this job description does not constitute a written or implied contract for employment and that my employment relationship with the company is “at will,” for an unspecified duration, and may be terminated at any time by me or the company as specified by Section 2922 of the California Labor Code.

Employee signature

Date

Supervisor

Date