



**Position:** Group Sales Manager

**Reports to:** STC Executive Producing Director

**Description:** Sacramento Theatre Company is looking to fill the position of Group Sales Manager beginning early to mid-August. The primary responsibility of the Group Sales Manager is generate earned revenue by effectively marketing and selling tickets to groups – via digital, telephone, in person, print mechanisms and social media. Target audiences include corporate entities, school and student groups, adults, seniors, affinity groups (such as fan clubs, family groups, or specialized interest groups) non-profit and profit associations, and groups with special needs.

**Responsibilities:**

- Market and Sell tickets for groups of 10 or more for productions put on by the Sacramento Theatre Company (STC). Develop and implement a marketing plan to achieve sales goals for the season at large as well as individual performance goals.
- Develop new clientele through active outreach such as cold call solicitations, sales visits, cultivation of external partnerships, and new marketing initiatives through email.
- Work individually and with internal staff to develop new group prospects and create effective marketing materials and coordinate targeted outreach for each new production by building targeted mailing and emailing lists.
- Work with Internal Staff to ensure funded Grant requirements are being managed and fulfilled.
- Produce reports, tracking inquiries and group ticket sales, create and maintain budget forecasts, and conduct market research.
- Create new ways to increase retention rate through communication and servicing of clients.
- Work with Internal Staff to create annual budget projections and monitor success in meeting them.
- Learn the entire pricing structure and Theatre Manager ticketing system. Educate yourself to understand and use individually and competently.
- Work closely with Box Office staff in all reservation and sales communication. Back up Box Office as needed.
- Works with Education Department on two outreach, grant funded events.
  - Teachers Symposium (Fall)
  - Educator Evening (Spring)

**Qualifications:**

- 4 Year College Degree in Marketing, Fine Arts, Business or Communication, or at least 3 years of Marketing and Sales Experience.
- Excellent Verbal and Written Communication and Strong Initiative.
- Self-Starter, Pro-Active and Creative with Excellent Customer Service Skills.
- Ability to Multi-task, work independently, and interact with diverse groups.
- Available to work occasional weekends and evenings
- Adept at Sales Reporting
- Proficient in Microsoft Word and Excel

**Hours:** 30-40 per week

**Compensation:** \$16/hr. + Commission

If interested in applying, please send a copy of your cover letter/resume to Bridget Styles at [stylesb@sactheatre.org](mailto:stylesb@sactheatre.org)