

**True North Sports + Entertainment is looking for an experienced, energetic and reliable individual to join the Winnipeg Jets Ticketing Department.**

A dynamic sales role, the **Director, Ticket Sales** will be focused on the growth of new Winnipeg Jets ticket revenue. Reporting to the Vice President, Ticket Sales & Operations, this leadership position is expected to be highly engaged in development of ticket sales offerings and programming to grow new ticket sales revenue opportunities.

**What to be excited for in this role:**

- Generate new business revenue by proactively planning and selling Winnipeg Jets Ticket offerings, including full season seats, half season and mini packages, group tickets and individual game tickets.
- Develop and execute an annual sales plan and strategy to sell Winnipeg Jets Season Seats, and other ticket products to exceed revenue goals.
- Build meaningful and collaborative relationships with stakeholders to ensure the continued growth of Winnipeg Jets ticket revenue.
- Lead and cultivate a positive sales culture in a competitive environment that supports the ongoing development of sales team members through the growth of creative and innovative programming.
- Utilize data and analytics to create insights to make informed, thoughtful decisions, both internally and externally.
- Leverage the expertise of internal stakeholders to create innovative and meaningful solutions.
- Explore alternate technology and tools to enhance overall sales results.
- Establish, and participate, in the development of annual revenue goals, monitoring sales activities, and proactively respond to trends of the sales results.
- Ensure all lead and prospect information is captured in the CRM system and maintain accurate customer and prospective customer records in our database.
- Understand and leverage data to customize ticket product offerings.
- Along with our Director, Service & Retention, work to ensure a smooth transition of new Season Seat Holders customer from the Sales team to the Service and Retention team/Premium Services team.

**What we need from you:**

- Minimum 3-5 years' sales experience in a leadership role.
- Post-Secondary education within a business, marketing or related discipline.
- Competitiveness and Passion.
- Experience with Archtics and/or a CRM software is an asset.
- Must have the ability to:
  - Deliver results and exceed expectations while working collaboratively with others
  - Effectively manage multiple tasks and projects
  - Present ideas/concepts creatively and succinctly
  - Demonstrate excellent verbal and written communication skills, in addition to the ability to have a strong telephone presence
  - Must be flexible and willing to work evenings, weekends and holidays, on an as needed basis.

To apply for this position please email your **resume and cover letter, including salary expectations** (in PDF format as one document) to [hr@tnse.com](mailto:hr@tnse.com). Please include **Director, Ticket Sales** in the subject line.

Closing date: **Sunday, March 7, 2021**

**WE ARE TRUE NORTH.**

*We thank all that apply, however, only those selected for an interview will be contacted. No phone calls please.*

