

### THE OPPORTUNITY

True North Sports + Entertainment (True North or TNSE) is looking to add to its team of employees who excel at providing a superior patron/guest experience at all our venues, while managing and showcasing a premium lineup of sports and entertainment brands. The True North family is a committed, passionate and hard-working team of dedicated employees that consistently deliver results, demonstrate innovation, and embrace True North's vision, mission and values.

As described in this position profile, the newly created position of *Vice President, Ticket Membership Sales & Service*, will be an exciting role that will be instrumental in achieving our goals drive success by fostering loyalty and delivering outstanding results.

### ORGANIZATIONL OVERVIEW

True North owns and operates the Winnipeg Jets (NHL) and Manitoba Moose (AHL), who both play at Canada Life Centre, which hosts 150+ events annually. TNSE also operates a hockey for all centre, Burton Cummings Theatre, True North Real Estate Development, and we are closely tied to the True North Youth Foundation (TNYF).

While having a diverse portfolio of operations, TNSE's focal point is operating an NHL franchise in a Canadian market landscape with passionate fans and partners that care deeply for our community and teams. This offers tremendous opportunity, but also the responsibility of being the steward of sports and entertainment in our market.



TRUE NORTH  
YOUTH FOUNDATION

**As an organization, we are guided in our day to day under the direction of our Vision, Mission and Values.**

### VISION

*True North endeavours to be recognized as a preeminent organization within the National Hockey League, the American Hockey League, and the North American entertainment industry. We further strive to establish ourselves as an integral asset to the City of Winnipeg and Province of Manitoba, and to be a consistent source of pride for our entire community.*

### MISSION

*We are relentless in our pursuit of providing a superior patron experience in all of our facilities, developing championship caliber hockey teams, nurturing and providing opportunities for our colleagues, and collectively making a meaningful and consistent contribution to our community.*

### VALUES

- Team
- Trust & Respect
- Integrity
- Excellence
- Community



For more information on TNSE, Winnipeg Jets and TNYF, visit: [tNSE.com](http://tNSE.com), [winnipegjets.com](http://winnipegjets.com), and [www.tnyf.ca](http://www.tnyf.ca)

**WE ARE TRUE NORTH.**

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





## **VICE PRESIDENT, TICKET MEMBERSHIP SALES & SERVICE**

### **THE ROLE**

The Vice President Ticket Membership Sales & Service is responsible for overseeing and leading all aspects of ticket sales and service, including membership programs, premium sales, and group sales. Reporting directly to the Senior Vice President Sales & Chief Revenue Officer, this role involves developing and implementing strategic sales plans, driving revenue growth, and managing a talented team.

### **PRIMARY RESPONSIBILITIES**

#### **Strategic Sales Leadership and Business Development**

- Lead the overall strategy to support the growth of ticket sales in collaboration with the Director of Membership Sales, Director of Membership Services, Director of Premium Services, and Director of Group Sales.
- Provide strategic direction to meet or exceed all revenue expectations agreed upon by Senior Leadership.
- Develop sales strategies and supporting collateral to increase ticket memberships, premium seating and suites and group sales.
- Actively seek networking opportunities within the business and community groups through innovative and creative sales strategies
- Stay current on industry trends and incorporate best practices into the sales approach.
- Build upon existing ticket membership benefit programs and develop annual plans to support membership benefits with customers.
- Participate in events, promotions, hosting, and other activities to enhance the fan and customer experience.
- Collaborate with the Vice President Ticket Operations and Vice President Analytics & Technology to engage sales leads, identify customer trends, leverage relationships with existing customers, minimize transaction friction, and manage integrated sales efforts.

#### **Team Leadership and Development**

- Develop, mentor, motivate, and coach sales and service teams.
- Monitor team progress towards departmental goals.
- Create and execute training and development programs for team members.

#### **Relationship Building and Relational Selling**

- Develop selling techniques to build strong, meaningful customer relationships by understanding customer needs, preferences, and motivations.
- Implement strategies for personalized customer interactions and follow-up, fostering loyalty for the retention and growth of revenue.

#### **Recognition and Motivation Programs**

- Establish performance metrics and goals for recognition, such as sales targets and customer retention.
- Develop and implement a program that rewards and motivates sales team members for achieving results and reward success.
- Create a culture of achievement and celebrate individual and team accomplishments.

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## **VICE PRESIDENT, TICKET MEMBERSHIP SALES & SERVICE**

### **Financial Management**

- In consultation with True North's finance leadership, develop and manage departmental budgets, expenses, and revenue forecasting.
- Recommend incentive compensation programs, including bonuses and awards.

### **Data Management & Reporting**

- Ensure accurate data management by effectively utilizing KORE CRM including the development and execution of sales campaigns.
- Provide timely updates and reporting to senior leadership on sales, revenue projections, and sales pipelines.
- Collaborate with Analytics & Technology and Marketing teams to leverage data-driven insights for marketing programs and the development of programming required to support sales executions.

### **Problem-Solving and Conflict Resolution**

- Provide problem-solving and conflict resolution support for the Ticket Sales and Service teams.
- Address client-related matters effectively and professionally.

### **How will success be measured?**

Success will be measured by the growth of Winnipeg Jets and Manitoba Moose ticket memberships, through both retention of existing customers, re-engaging past customers and building relationships with new season ticket members.

## **THE CANDIDATE**

### **Fundamental Competencies**

- Bachelor's degree required.
- Minimum 8-10 years of sales experience in a related field.
- An assertive, persistent, process-oriented, and results-driven approach to sales leadership.
- Proven experience in successfully managing sales teams in a fast-paced environment.
- Demonstrated ability to manage sales campaigns and lead sourcing effectively.
- High proficiency in both written and verbal communication, including public speaking and presentation skills.
- Positive relationship-building and interpersonal skills to foster strong customer and team connections.
- Strong time management, organizational, administrative, and analytical skills.
- Exceptional work ethic and a high level of personal accountability.
- Flexibility to adapt to changing priorities and the ability to prioritize and manage multiple tasks, projects, and needs of team members.
- Willingness and availability to work flexible hours, including evenings, weekends, and holidays, as needed to meet sales objectives and support the team's efforts.

### **Cultural and Values Alignment**

At its core, True North's economic and operational engine fueled by an employee team that is aligned with True North's culture and values.

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**VICE PRESIDENT,  
TICKET MEMBERSHIP SALES & SERVICE**

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**FOR THOSE INTERESTED IN THIS POSITION:**

- Please email a cover letter and CV, including salary expectations in PDF format as one document to [salesleadership@tnse.com](mailto:salesleadership@tnse.com).
- Accommodations are available upon request throughout all aspects of the selection process. Candidates requiring accommodation may contact, in confidence, [salesleadership@tnse.com](mailto:salesleadership@tnse.com).

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