

# Ticket Operations Manager

**Reports to:** Director of Sales  
**Employment Type:** Full-time, Salaried, Exempt

The primary role of the Ticket Operations Manager is to oversee the ticketing processes, coordinate the order processing, payment and fulfillment efforts of the AT&T Byron Nelson golf tournament. Utilizing ticketing software, he/she will build events & financial reports and serve as the tournament liaison with ticket software provider (Ticketmaster). This individual also serves as the point-of-contact for the 600+ members of the Salesmanship Club regarding sales and fulfillment of ticket packages for the tournament.

## **Specific Projects and Responsibilities**

The job responsibilities for this position will include but are not necessarily limited to:

### **Ticket Fulfillment and Distribution**

- Oversee all ticket package fulfillment and distribution, including:
  - General tickets, pro-am and hospitality package fulfillment
  - Establish a timeline including weekly and monthly objectives for ticket fulfillment.
  - Coordinate with co-workers and seasonal staff to maintain fulfillment schedule.
- Liaison with distribution and shipping services (USPS, FedEx), including analysis and recommendation of most cost effective mail and delivery methods and review and negotiation of delivery invoices and contracts.
- Work with communications department to collaborate on the quantities of tournament collateral and marketing materials including tickets, badges, other credentials and parking inventory, ticket sales order forms, flyers, postcards and product list.
- Ticket Inventory Management – Perform reconciliation of inventory, maintain inventory records and safeguarding of inventory.

### **Sales Database Management**

- Manage ticketing & CRM databases (currently TM Archtics, Salesforce & KORE CRM), including:
  - Event creation, manifest building, pricing and management of all aspects related to putting an event on sale both internally and externally through various channels.
  - Utilize all programs including ARCHTICS, Access manager, Client Tools, tm360, Account Manager, tmHost and related programs to ensure an efficient and fluid operation.
  - Financial Reporting and reconciliation concerning daily, monthly and annual reports.
  - Annual database cleanup / rollover
  - Account Maintenance
- Liaison with ticket service provider by assessing and evaluating performance. Continuously research new ticketing technologies and determine potential benefits for the organization.

### **Sales Support**

- Manage sales renewal process for tournament sponsors and Salesmanship Club members.
- Develop annual timeline for all sales activities with deadlines for orders, paperwork and payment.

## **Member & Club Activities Support**

- Liaison with Member Sales Force by supporting sales initiatives and implementing sales tools for volunteer sales force.
- Responsible for weekly sales credit reports.
- Prepare New Member sales indoctrination materials and provide support to each year's new member class on sales opportunities and issues.

## **Miscellaneous**

- Manage Sponsor Acknowledgements, including:
  - One-Line Listings in Tournament Program
  - Full/Half Page Acknowledgements in Tournament Program
  - Video / Digital Acknowledgements
- All other duties and responsibilities as assigned.

## **Personal Requirements for the Position**

This position requires the following personal and professional qualities/capabilities:

- Advanced Archtics® ticket software or related ticketing software experience.
- Salesforce & KORE CRM software experience.
- Focus on customer service with at 3-5 years ticket operations experience preferred
- Advanced computer experience with Microsoft office products including Word, Excel, PowerPoint, and Access or the equivalent.
- Excellent organizational skills with the ability to establish and maintain reasonable and attainable priorities and deadlines for multiple, diverse tasks.
- Ability to shift quickly and frequently among multiple projects while maintaining a professional, pleasant attitude.
- Professional demeanor with the ability to work with Salesmanship Club volunteers, tournament sponsors, and fellow staff members with equal success. Flexibility in working with several different personalities and management styles.
- Responsible, dependable, a self-starter, dedicated, and eager to work in a fast-paced, ever changing environment.
- Strict attention to detail, excellent oral and written communication skills, and mathematical skills.

## **Desired personal qualities:**

Integrity, initiative, energy, enthusiasm, flexibility, ability to receive feedback, and a sense of humor.

## **Interested:**

Applications are currently being accepted and the position will remain open until filled.

Please send letter of interest, resume and salary requirements to:

Jason Mackey

**Director of Sales and Business Development**

[JMackey@salesmanshipclub.org](mailto:JMackey@salesmanshipclub.org)

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*All employment offers are contingent upon successful completion of a criminal background investigation, including a check of the National Sex Offender Registry.*