

JOB DESCRIPTION



WHO WE ARE?

The future is bright for tennis in Canada, and you will be right in the middle of it all at Tennis Canada! A national sport organization with a mission to lead the growth of tennis in Canada and a vision to become a world-leading tennis nation, Tennis Canada seeks to help grow participation across the country and help develop champions on the international stage. Tennis Canada also owns and operates the world-class National Bank Open presented by Rogers tournaments in Toronto and Montreal, two of the best-run sporting events on the planet which annually bring the globe's best tennis players to Canada and continue to break attendance records year on year. In recent times, Canadian tennis has enjoyed many historic achievements, including a first Grand Slam singles title at the 2019 US Open as well as a first appearance in the Davis Cup final in Madrid and increased participation and interest in the sport. Join us as we look to build on this exciting momentum and continue to produce incredible results. We are a team of innovators, who are passionate about our work and pursue excellence together everyday.

WHAT ARE WE LOOKING FOR?

Director, Ticket Sales and Service

Reporting to the Chief Commercial Officer, the Director, Ticket Sales & Service is responsible for managing all stadium sales and service for the National Bank Open in Toronto and supporting other non-National Bank Open events such as Davis and Billie Jean King Cup ties. You will manage the operational, backend set-up while coming up with innovative ideas for subscriber benefits, technological advancements within the industry and maximizing revenue growth.

The ideal candidate will have proven leadership experience, with an innovative and strategic mindset, and should be able to problem solve, face challenges, and thrive in a dynamic environment. You will leverage your extraordinary mentoring and strong operational and technology capabilities to build an engaged culture and world-class ticketing team for the National Bank Open in Toronto.

Key responsibilities:

TICKET SALES / REVENUE PERFORMANCE / RELATIONSHIP MANAGEMENT

- Manage the overall ticket sales strategy for the National Bank Open Toronto, including premium series sales, ticket retention, session sales, group sales and luxury/suite sales with a focus on revenue maximization, customer service and driving attendance.
- Oversee the ticket sales and service team and provide direction, coaching and mentorship to improve performance and development of staff.
- Establish short-term goals and long-range strategic plans, policies, and procedures for the success of the National Bank Open now and the future.
- Using existing systems such as Ticketmaster, Stellar Argo, CRM (Salesforce) as well as other business analytic tools, and working with our marketing digital/social team, develop year-round ticketing strategy, manifest, and recommend price scale.
- Effectively oversee the National Bank Open ticketing website, overall ticket sales revenue and expense budget
- Collaborate with other departments (e.g. corporate partnerships, Montreal ticketing team, concessions/retail, operations, and marketing) in order to help create and execute the overall strategic plan for the National Bank Open.
- Establish strong relationships with the relevant business community and conduct senior level sales presentations in order to drive ticket sales and suite business.
- Partner with our marketing department to drive awareness of our loyalty program and to execute on annual business operational requirements (gifting, package design, benefits, etc.).
- Create additional value for ticket buyers through digital assets in partnership with the marketing and corporate partnerships department.

TENNIS CANADA IS AN EQUAL OPPORTUNITY EMPLOYER AND IS COMMITTED TO DIVERSITY AND INCLUSION



EXCELLENCE



PASSION



INTÉGRITÉ
INTEGRITY



TRAVAIL D'ÉQUIPE
TEAM WORK



RESPONSABILISATION
ACCOUNTABILITY



INNOVATION

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- Coordinate the hiring of Box Office and seasonal Ticket Office staff. Develop training modules and identify areas of focus that will translate to optimal teamwork, revenue generation and customer service.
- Manage ticket sales and service for Davis Cup/Billie Jean King Cup ties and other ancillary events in Canada outside Quebec, as required.

WHO YOU ARE?

- University Bachelor's Degree in Business Administration
- Minimum of 5 years of leading/managing a sales team.
- At least 7 years' experience in the professional sports/entertainment industry with a track record of success selling tickets and managing multi-faceted ticket sales operations.
- Strong organizational budgeting and sales reporting skills with emphasis on CRM, forecasting, inventory, campaign/event management and effective leadership.
- Must be a strong leader and motivator and have experience as a ticket sales executive and a history of success in sports/entertainment.
- Strong understanding and use of Ticketmaster and all of its tools including Archtics, TM+, Host, Pricemaster etc.
- Excellent communication and presentation skills.
- Proficient in Microsoft Office (Word, PowerPoint, and Excel) and Salesforce.

WHAT'S IN IT FOR YOU?

- Join the team that's helping to make Canadian tennis history
- Get in the game! Join the National Bank Cup team
- Be part of an innovative, vibrant, and passionate team
- Join the organization that sets the standard and always strives for excellence
- Benefit from a generous organisation that truly cares about its employees.

INTERESTED?

Send us your resume at: resumes@tenniscanada.com

Before October 15, 2021

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