

## **JOB DESCRIPTION**

**JOB TITLE:** Group Sales Manager

**DEPARTMENT:** Patron Services/Marketing and Communications

**REPORTS TO:** Vice President of Marketing & Communications

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**POSITION SUMMARY:** Reporting to the Vice President of Marketing & Communications, the Group Sales Manager develops, tracks, and manages all group sales activities to meet required annual income goals. Key responsibilities include: contacting prospects while advertising and promoting concerts; generating new leads and cultivating relationships with prospects, executing sales; providing excellent customer service prior to and at concerts, and tracking and reporting attendance and financial results. This position also requires proactive outreach to key constituents through presence at community and networking events. Base salary and full benefits with the opportunity for commission.

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### **DUTIES AND RESPONSIBILITIES:**

- Develop, implement and manage strategic plans that result in achieving group sales ticket revenue goals for orchestra and non-orchestra events.
- Create new and maintain strong customer relations with group representatives, tour operators and professional contacts.
- Work with Corporate Development Team on cultivation strategies for corporate sponsors and group sales contacts.
- Liaise with the ISO's Learning Community to coordinate community networking and engagement initiatives.
- Work with Marketing and Development Teams to create incentives for group representatives.
- Develop efficient and reliable systems for group sales customer service, ticket purchase accuracy and tracking. Track, report and distribute sales reports at weekly Marketing & Communications meetings.
- Identify new prospects for program book advertisements and manage all aspects of customer relationships (establishing leads, follow-up, setting deadlines for deliverables and liaising with the Accounting Department to ensure payment.)
- Explore opportunities for in-kind trades with local restaurants and hotels.
- Coordinate group events at concerts with internal ISO staff and external staff at partner venues.
- Collaborate with the Marketing Department to provide potential ticket purchasers with information on group ticket options through print, direct mail, telephone, personal contact and the website. Coordinate information with Box Office personnel to increase efficiencies.
- Work with outside groups to coordinate distribution of sales information and strategy to effectively promote Indianapolis Symphony Orchestra group sales to all appropriate prospects.
- Work with Director of Analytics and Database Management to establish group sales goals for each ISO music series.
- Cultivate and maintain contact with business professionals, educational contacts, volunteer organizations, affinity groups and community representatives while increasing outreach plan to create new customers to keep the client list fresh and active.

- Assist in managing the ISO's Student Ticket Campaign including outreach to potential school groups and planning of the Student and Teacher Appreciation Concert.
- Develop and implement all supporting systems including contracts, invoices, call logs, customer contact information, sales plans and post mortems.
- Special projects as assigned and/or created.

#### **MINIMUM REQUIREMENTS:**

Bachelor's degree and 3-5 years proven successful sales experience or a combination of both. Excellent communication skills, including a friendly and professional demeanor at all times. Microsoft Windows, including Word and Excel skills are essential. CRM experience preferred. Basic skills in Canva or Adobe Photoshop helpful. Ability to work independently in an aggressive, organized manner. Must be available for non-traditional hours with reasonable notice. An appreciation for music, arts and culture is a must.

#### **INTERPERSONAL CONTACTS:**

**INTERNAL:** Daily contact with other department members and staff.

**EXTERNAL:** Daily contact with clients.

**CONTENT OF CONFIDENTIAL INFORMATION:** Sensitive client information including credit card information as well as personal information.

**SUPERVISION:** The Manager will receive regular and frequent guidance and leadership from the Vice President of Marketing & Communications and Directors within the department. This position reports directly to the Vice President of Marketing & Communications.

#### **OUR MISSION**

To inspire, entertain, educate and challenge through innovative programs and symphonic music performed at the highest artistic level.

#### **OUR VALUES**

At the Indianapolis Symphony Orchestra, we are one team committed to achieving our mission through:

- Outstanding performance on and off the stage.
- Extraordinary service to both internal and external customers.
- A compassionate workplace built on trust and mutual respect.
- A culture of flexibility and openness to change.

The Indianapolis Symphony Orchestra is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, veteran status or any other status protected by law. Applications for this position should be sent to [jobs@indianapolissymphony.org](mailto:jobs@indianapolissymphony.org).