



## Santa Barbara Sky FC Job Opening

**Title:** Manager/Director of Ticket Sales & Service  
**Department:** Business Operations  
**Employment Type:** 1099  
**Reports To:** SVP of Technology & Business Operations  
**Salary Range:** \$55K-\$75K

### Overview of the United Soccer League

The United Soccer League (USL) is the largest and fastest-growing professional soccer organization in North America, possessing more than a decade of experience in bringing the world's game to communities across the United States and Canada. Overseeing the USL Championship (USSF Division II), USL League One (USSF Division III), and USL League Two (Pre-Professional), the organization is built on a proven and recognized model in international football and counts more than 125 clubs in its membership. Based in Tampa, Fla., the USL has grown during the past decade into a model organization with strong corporate partnerships and stable organizational leadership. It features a dedicated staff of more than 60 professionals across 15 departments ranging from operations, digital, communications and club services, each of which provides unparalleled support to member clubs and outside partners. Sanctioned by the U.S. Soccer Federation, the USL is #UnitedForSoccer, moving the game forward in North America.

### Overview of Santa Barbara Sky Football Club

Santa Barbara Sky FC is a USL League One men's and women's professional soccer club that will kick off its inaugural season in March 2024. We are an inclusive & community-based team that represents all of Santa Barbara. Our goal is to bring our community together through the shared enjoyment of professional soccer. We are invested in our community and this beautiful game.

### Job Summary

The Manager of Ticket Sales & Service for Santa Barbara Sky FC is responsible for the club's initial ticket sales, strategy, planning, service, and retention. As Sky FC grows closer to its inaugural kick off in March 2024, the Manager of Ticket Sales would have the opportunity to advance to the Director of Ticket Sales role who will be responsible for the management of all ticket sales team members.

### Responsibilities (0-6 months):

- Develop, execute, and grow the season ticket deposit program.
- Research, develop and manage a list of potential new ticket sales partners.
- Set individual sales goals, monitor daily, weekly, and monthly results.
- Develop and implement season ticket sales plans designed to meet annual goals.

- Build and foster relationships with past, current, and potential new clients.
- Network and build relationships in and around the surrounding region.
- Make sales calls and visits to area organizations and follow up as necessary.
- Create and develop comprehensive proposals and presentations to meet clients' objectives.
- Proactively create opportunities for new business with existing customers.
- Set appointments, show seats, and give facility tours with the intent to close business.
- Represent the organization at in-house facility events and off-site community events promoting ticket sales and the organization.
- Maintain records of all customers and prospects by utilizing CRM tool
- Create, enhance, and generate revenue through ticket package and group sales.

#### **Responsibilities (6+ months):**

- Ensure staffing requirements are met and proper work assignments are maintained.
- Manage assigned group of employees by assisting with interviewing, hiring, and training while planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Manage the day-to-day operations of assigned departments.
- Develop policies and procedures for the ticket and group sales executives.
- Responsible for the short and long-term sales objectives and action plans, sales goals and oversees the effectiveness of those plans toward meeting the overall goals.
- Coordinate with other departments to organize and implement large theme nights.
- Build a service and customer retention program and plan that directs the implementation of sponsorships and contract fulfillment.
- Build top notch customer service program to ensure diligent customers service to existing prospective clients.
- Work with the front office team to achieve the objectives of the advertising sales, marketing, tickets, and community relations departments.
- Develop and oversee the execution of group contracts and deliver tickets to group customers.
- Other duties may be assigned.

#### **Game Day Responsibilities:**

- Oversee the Ticketing Sales department
- Manage suites and related areas as needed
- Assist with client and fan entertainment as needed
- Assist with promotional execution as needed
- Assist other departments as needed

### Knowledge and Skill Requirements:

- Bachelor's degree in Sports Marketing, Marketing, or related field
- Minimum of three years prior sales and/or ticket office experience
- Excellent customer service, communication, and presentation skills
- Ability to solve problems quickly
- High attention to detail
- Ability to prioritize and manage multiple projects
- At least three years of sports sales experience preferred
- At least two years of prior management and leadership experience preferred
- Excellent customer service, communication, presentation skills
- At least two years of prior management and leadership experience preferred
- At least two years of negotiating contracts
- At least two years of managing budgets
- Prior experience with ticketing software preferred
- Good working knowledge of computer programs including Microsoft Word, Excel, Power Point, Adobe Suite, Internet and database programs
- Valid driver's license and ability to drive for organizational businesses
- Ability and willingness to work varied and long hours including nights, weekends, and holidays