



JOB DESCRIPTION: Group Sales Manager

Job Title: Group Sales Manager

Reports to: Ticket Sales Manager

Department: Marketing/Group Sales

FLSA Classification: Full-Time, Exempt

General Statement of Job Function: Increase attendance at all performances, particularly off-peak performances through marketing Goodspeed Musicals to groups of 20 or more.

Primary Duties & Responsibilities:

- Act as Goodspeed's representative with tour operators and group leaders.
- Develop new group business through personal calls, outbound telephone calls, trade show attendance and direct mail.
- Investigate and develop underperforming and new market segments for increased group business.
- Forecast needs and plan requirements to achieve group sales revenue and ticket goals as determined with Ticket Sales Manager and Director of Marketing.
- Maintain group leader and attendee satisfaction.
- Recommend strategies and procedures for marketing efforts for each group segment.
- Work with Ticket Sales Manager to analyze and manage group sales inventory and sales lead time.
- Actively promote Goodspeed group sales through a minimum of fifty (50) outbound telephone sales calls and two (2) in-person sales calls per week.
- Review and analyze group sales budget and perform functions within agreed upon budget allocation.
- Maintain accurate and complete group sales records; create and mail group contracts; monitor deposits, payments, outstanding seat holds and ticket mailing. Ensure all are handled on a timely basis.
- Answer in-bound group sales telephone inquiries and provide necessary follow up.
- Provide weekly analysis report of group sales progress and attend weekly sales meeting.
- Maintain group sales database and increase its volume.
- Greet leaders from major groups at the performance they are attending.
- Coordinate special events for groups.
- Other duties as assigned.

Required Qualifications & Skills: Ability to work independently, strong interpersonal skills, detail oriented, ability to promote high standards in customer service at all times, experience with Microsoft Office software, demonstrated flexibility and the ability to remain calm under pressure.

Preferred Qualifications & Skills: Prior sales experience. Experience with PatronManager/Salesforce database programs preferred.