



Position: Account Executive Ticket Sales, Hamilton Honey Badgers

Reports to: Manager of Corporate Partnerships and Sales - Hamilton

Location: Hamilton

Job Type: Full-time

About the Canadian Elite Basketball League (CEBL)

The Canadian Elite Basketball League is a domestic professional basketball league with teams located across Canada. The CEBL will provide sports fans with a premium entertainment option while also allowing players, coaches and other stakeholders the opportunity to engage in the sport of basketball at the highest level. The CEBL will operate in accordance with the player and referee standards set by Canada Basketball, the National Sporting Organization for the sport of Basketball in Canada. The league will proudly adhere to the International Basketball Federation (FIBA) rules and regulations.

Account Executive Ticket Sales Responsibilities: (Including, but not limited to)

- Manage multiple accounts, developing positive working relationships with Honey Badgers season seat holders
- Proactively source new business for season seats, individual games, and group sales through cold calling (minimum 200 outbound calls per week), referrals, and networking events
- Respond to inbound customer calls/emails in a positive and timely manner related to single game order taking and fulfillment
- Drive fan retention, renewals, upsells and fan satisfaction by developing professional relationships with current clients and referral leads
- Liaise with CEBL director of ticketing to ensure the build of all team-related ticket offerings
- Oversee implementation and fulfillment of all team ticket requests
- Execute client requests for seat relocation, upgrades, additional
- Recognize and react to customer service issues with quick and responsive solutions
- Prepare campaign insights reporting, including analysis and research, with a purpose to develop future leads
- Manage fan/customer activity using CRM tools provided, for maximum efficiency and visibility, with carefully issued follow-up to close any open issues
- Maintain accurate records in support of ticket sales and service efforts as defined by the organization
- Provide input on new processes and workflows as needed
- Focus on ensuring the maintenance of superior customer/fan service levels, operational excellence and strategic insight
- Meet and exceed all ticketing revenue and prospecting goals
- Oversee all game day merchandise sales
- Participate in ticketing team and community events as assigned. This may include staffing ticket sales booths, setup, takedown, etc.

HAMILTON HONEY BADGERS OF THE CANADIAN ELITE BASKETBALL LEAGUE

HONEYBADGERS.CA · HAMILTON, ONTARIO



CEBL

#HOLDCOURT



- Work game days and special events to ensure all ticketing and merchandise fulfillment are accomplished. This may include client/prospect interaction, distribution of sales materials, signage setup and takedown, troubleshooting, etc.

Qualifications:

- Post-secondary degree/diploma in business, sports administration, marketing, or a related field
- A Minimum of 2-3 years in customer service or account management
- 1 year of experience in a professional sales capacity, preferably with a sports organization
- Existing experience with ticketing software(s) will be considered an asset
- Valid Driver's License and access to a vehicle

Required Skills:

- A people person with a clear track record of building and maintaining professional relationships
- Strong analytical skills and attention to detail in a fast paced environment
- Ability to work independently on multiple tasks with specific deadlines
- Strong written and verbal communications skills
- Personal traits include positive attitude, high energy, self-motivated, service-minded
- Strong working knowledge of Microsoft Office products and key social media platforms
- Must be trustworthy and responsible when handling large sums of money through numerous points of sale outlets
- Knowledge of the sport of basketball is an asset
- An established personal and professional network of contacts in Hamilton/Burlington and the Greater Hamilton Area is an asset

Availability:

- Some evening and weekend work will be required

Compensation:

- Base salary plus commission - please indicate salary expectations within your cover letter

Other Requirements:

- Applicants can forward their application (cover letter and resume) and salary expectations to info@honeybadgers.ca with the subject line, "Account Executive Ticket Sales, Hamilton"
- Application deadline: Sunday, September 9, 2018

We thank all applicants, however only those who are selected for an interview will be contacted.

HAMILTON HONEY BADGERS OF THE CANADIAN ELITE BASKETBALL LEAGUE

HONEYBADGERS.CA · HAMILTON, ONTARIO

