



Group Sales and Promotions Coordinator
Full-time, 12 Month Position
U-M Job Code: 104475
U-M Ann Arbor Central Campus

UMS, an independent multi-disciplinary performing arts presenter with a long and deep affiliation with the University of Michigan, is located in the center of the Ann Arbor campus and offers 60-70 performances each season in up to seven University and community venues. Since its founding in 1879, UMS has presented top-ranking international artists including symphony orchestras; chamber music; solo recitals; jazz; world music; ballet, modern and culturally-specific dance; opera, theater, choral groups, and special attractions. UMS also sponsors the UMS Choral Union, a 180-voice chorus that performs regularly with the Detroit Symphony Orchestra and on the UMS series. UMS sponsors an extensive education program involving up to 150 events each season, commissions and presents new work, and hosts many artists' residencies. UMS employs a full-time staff of 30, has a 34-member Board of Directors, and engages approximately 700 volunteers who serve in all aspects of the organization. The mission of UMS is "to inspire individuals and enrich communities by connecting audiences and artists in uncommon and engaging experiences." *For more on UMS, visit ums.org; umslobby.org, and umsrewind.org*

Position Summary:

We are seeking an outgoing, fearless person who is able to make connections to prospective group ticket clients, including community groups, university-related groups, and corporate clients. The successful candidate will develop and execute targeted sales strategies designed to sell large blocks of tickets and engage community, faculty, and students around performance events; design and facilitate special ticket arrangements targeted to different types of groups and community resources; and provide ticketing support throughout the sales process. This position will also provide order fulfillment resources for subsidiary organizations for which UMS is the contracted ticket seller. This is a sales position where a portion of the salary is commission-based. As such, it is expected that the person in the position will be out of the office making calls as well as in the office providing appropriate follow-up. The position reports to the Ticket Services Manager but also works closely with the marketing department

Major Activities:

- Develop and implement comprehensive sales plan that identifies potential clients and converts them into ticket buyers.
- Actively solicit prospective audience segments by targeting sales leads through phone and in-person sales calls, as well as mail and email.
- Act as the account representative and community contact for all new and existing clients by maintaining current orders and stewarding relationships to cultivate new ones.
- Manage the development of sales literature to support targeted sales efforts. Coordinate mailing to current and prospective clients for large ticket sales and/or special promotions to their communities/networks.
- Utilize office technologies, including Tessitura software, to streamline ordering processes.
- Work with the UMS Education Department and the UMS Development Department to facilitate ticketing sales that arise with their contacts.
- Represent UMS in the community to bring awareness to the organization and develop sales prospects. Serve as the primary department representative to organizations of which UMS is a member for sales purposes (e.g., tourism agencies in the state of Michigan, divisions of cultural advocacy organizations dedicated to strategic community engagement at arts events, etc.)

- Be present at UMS events to greet and facilitate the performance experience for groups in attendance.
- Meet regularly with key UMS employees to develop new connections and follow up accordingly. Participate in weekly marketing planning meetings.
- Work closely with marketing office to coordinate outreach efforts
- Take initiative in customizing email and print communications to service group needs
- Fulfill inbound group ticket sales requests for University Productions, the Ann Arbor Summer Festival, MUSKET, and any other outside organization for which UMS is the contracted ticket seller.
- Assist in the enforcement of Ticket Office departmental policies and procedures as it pertains to order processing, IT/financial security, customer service initiatives, and internal office guidelines.

Required Experience and Qualifications:

- Outgoing, confident, driven personality that enjoys connecting with new people
- Some sales experience where salary was commission-based (in whole or in part)
- Comfortable making cold calls and meeting with new people to encourage participation in UMS programs.
- Problem-solver who can listen to a customer's needs and find a solution.
- Outstanding communications and interpersonal skills on the phone, over email and in person
- Experience working in marketing and sales
- Commitment to excellent customer service. Ability to troubleshoot software or customer service issues.
- Ability to work evenings and weekends
- Ability and willingness to take initiative and work independently
- Strong work ethic
- Demonstrated organizational ability under pressure
- College degree in relevant field
- Excellent computer skills including the Microsoft suite of products. Must be comfortable learning new software
- Must have a valid driver's license
- Routinely moves equipment and boxes weighing up to 25 pounds for various events
- This position requires that the employee be accessible on a mobile cellular device

Preferred Qualifications:

- Experience in performing arts marketing, box office sales, customer service or ticket administration
- Experience with Tessitura software
- Group Sales experience
- Knowledge of and interest in the performing arts
- Experience with Ann Arbor and University of Michigan arts communities

Salary range: \$32,000-\$35,000. Position includes full University of Michigan benefits and includes commission when target sales benchmarks are met.

TO APPLY

Applications will be accepted only through the University of Michigan jobs website through January 2, 2015. Visit www.umjobs.org and search for **U-M Job ID 104475**. Applications must include both cover letter and resume to be considered.