



Position: Business Development Coordinator
Reports To: Vice President, Ticket Sales & Service
Status: Non-Exempt

Summary/Objective

This position is responsible for achieving sales goals for Game Tickets, Corporate Member packages, sponsorship/hospitality packages, as well as group and individual tickets to the non-profit Valero Alamo Bowl and its ancillary events.

This position is tasked with assisting in the successful implementation of all initiatives that capitalize on ticket selling including but not limited to loyalty programs, email marketing, database marketing, direct mail marketing and relationship/CRM marketing as well as in person and via telephone.

This position will work closely with the sales and marketing staff to provide the organization with increased revenue and profits.

Essential Functions

- Develop, recommend and implement sales strategies and goals to ensure growth and maximize revenue.
- Cultivate new business through business-to-business prospecting, local networking events and industry research.
- Develop and direct sales support activities, including contracts, sales proposals, promotions and sales planning.
- Contact a list of potential buyers, by telephone, email or by face-to-face sales to sell ticket packages to the Valero Alamo Bowl and its ancillary events.
- Maintain daily log of activities and input information into database utilizing Pipedrive or similar software.
- Meet daily quota of connections set by Vice President Ticket Sales and Vice President Marketing
- Prepare weekly revenue and other reports.
- Assist in the service of all ticket and corporate buyers.
- Work in conjunction with the Marketing Department in the development of promotional campaigns and materials.
- Oversee management of Tailgate Town parking area on game day.
- Ensure quality customer service to all patrons attending Valero Alamo Bowl and other events produced.
- Assist with customer service questions regarding ticket and parking inquiries.
- Perform other various tasks as may be assigned from time to time, including but not limited to assisting at Valero Alamo Bowl events.
- Opportunity to participate in training Ticket Sales & Service Intern.

Competencies

- Self-motivated and willingness to engage in a high volume of communicating and outside sales.
- Ability to develop and execute a daily sales plan with limited supervision.
- Able to manage, prioritize and bring to completion multiple projects simultaneously.
- Excellent customer service skills, written & verbal skills and organizational skills.
- Display strong interpersonal skills and the ability to create and maintain solid working relationships.
- Must be able to maintain confidentiality in all corporate, personnel and research matters.
- Attention to detail and adaptability to a changing environment as well as dependability and initiative.

Qualifications

- Bachelor degree from a four-year accredited college or university.
- 1-2 years sports industry or sales experience preferred.
- Proficiency in Word, Excel and PowerPoint.
- Knowledge of Archtics.
- Knowledge of CRM software.
- Must be available to work evenings, weekends and holidays as requested.
- Must be able to lift 25 pounds as well as have a valid driver's license and dependable transportation.

Salary

- \$16.50 per hour (39 hour work week)
- Commission structure
 - Up to \$60,000 - 9%
 - \$60,001 - \$90,000 – 10%
 - \$90,001 - \$100,000 – 11%
- Mileage reimbursement 58 cents per mile
- Meal & mileage reimbursement allowance \$500 per month maximum

Resumes will be accepted and reviewed on a weekly cycle as necessary until the position is filled.

Qualified candidates should forward a cover letter, resume and three work related references to:

Julie Baker
Vice President, Operations
Valero Alamo Bowl
bakerj@alamobowl.com