



Job Title: Director of Sales
Department: Marketing and Communications
Reports To: Director of Marketing and Communications
Classification: Full-time, Exempt
Prepared By: Director of Marketing and Communications, 1/29/10

SUMMARY

The Director of Sales is responsible for achieving ticket sales goals and maximizing Houston Grand Opera's earned revenues.

Reporting to the Director of Marketing and Communications, the Director of Sales develops annual ticket sales projections and ticket sales budgets; develops and oversees execution of integrated multi-channel marketing campaigns that support subscription and single ticket sales; tracks, analyzes and reports on progress of all campaigns; contributes to the development of policies and procedures relating to subscriber benefits and customer service; assists in the development and execution of consumer research; manages a staff of three and all budgets related to ticket sales.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Working with Director of Marketing and Communications, Analyst, and other company stakeholders, develops sales projections and budgets in support of the company's long-range plans
- Achieves ticket sales goals, maximizing Houston Grand Opera's earned revenues each season.
- Develops and oversees all ticket sales campaigns, directly managing those related to subscriptions (new acquisitions and renewals) and supervising those related to single tickets, including but not limited to all direct marketing and promotional events and activities.
- Develops and manages relationships with external vendors and services as needed around ticket sales campaigns, including but not limited to outsourced Teleservices, Printers, List Management Providers, Mailhouses, etc.
- Oversee development and management of sales leads for all direct marketing campaigns.
- Oversee annual season rollover and subscriber seating
- Develop and deliver weekly and quarterly sales reports
- Active collaboration with the company's Tessitura Power Users Group
- Supervise Processing Manager, Sales Manager and Group Sales Manager
- Participate in rotation as marketing manager for performances
- Other duties as required

ESSENTIAL JOB REQUIREMENTS

Bachelor's degree (Master's Degree preferred) with a minimum of eight years of progressive marketing management and supervisory experience in a performing arts or events sales environment required. Knowledge of and proficiency with ticketing databases (HGO uses Tessitura) and Excel required.

SPECIAL CHARACTERISTICS

Applicant must be a marketing professional with significant knowledge of and experience with strategies and tactics of event-focused sales; must be self-motivated and detail oriented; must organize and prioritize projects, meet deadlines and sustain productivity under pressure; must work some evenings and Sunday afternoons.

Please direct inquires and forward a cover letter and resume to: Human Resources, Houston Grand Opera, 510 Preston Street, Suite 540, Houston, TX 77002. Fax (713) 225-2574.

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