

Nashville Superspeedway and Dover International Speedway

JOB TITLE: Director of Ticket Sales and Operations
SALARY GRADE:
PAY STATUS: Exempt
DIVISION: Sales and Marketing
NO. OF POSITIONS: One
DATE: July 2021
POSITION LOCATION: Nashville Superspeedway

MAJOR FOCUS:

- To lead, create, execute, maintain and facilitate all of the ticket sales and operational functions for Nashville Superspeedway and Dover International Speedway. Be an innovator in the area of ticket sales and operations and adhere to industry best practices for all ticket sales initiatives (individual, renewals, groups and premium seating).

ESSENTIAL FUNCTIONS:

- Responsible for all Ticket Sales operations including budget formulation and control, capital expenditures, sales and financial reporting.
- Evaluate sales strategies and development of innovative opportunities for the Ticket Sales Department in an effort to meet or exceed all revenue goals.
- Develop and execute a short and long term ticket sales & service business plan.
- Provide strategic direction on maximizing existing revenue opportunities while developing new revenue streams.
- Manage and maintain the revenue and expense budgets for Ticket Sales.
- Continuously evaluate businesses processes to create efficiencies in the sales, delivery and customer service disciplines.
- Monitor daily, weekly, monthly, and yearly results of ticket staff to measure productivity and results.
- Maximize revenue by developing, managing and maintaining all synergistic relationships as it relates to Ticket Sales programs that are critical to the development of revenue.
- Monitor and develop pricing strategies for all ticket related products.
- Create a collaborative team environment for personal accountability, professionalism and personal achievement within a positive team-first atmosphere
- Develop a compensation plan that focuses on overall department goals and personal accountability while providing the opportunity for sales staff to overachieve.
- Effectively execute and actively direct all ticket-related strategies and programs while incorporating best practices related to ticket sales, systems and guidelines with a goal to grow ticket sales and revenue.
- Actively participate in outbound sales call campaigns selling a full menu of ticket options (individual, renewals, group and premium seating).
- Directly manage a team of sales professionals to achieve and surpass ticket department revenue goals and objectives.
- Develop and implement strategic goals and tactical planning for ticket sales organization.
- Recruit, train, and retain superior ticket sales professionals.
- Develop and incorporate consistent reports to be used across all facilities for individual, group and corporate sales.
- Responsible for training and development of Manager of Ticket Operations for both Dover International Speedway and Nashville Superspeedway, ticket sales representatives and all part-time event ticket personnel.
- Oversee the Managers of Ticket Operations for the internal procedures for reconciliation of sales revenue to inventory sold.

- Oversee the process of annual inventory pricing, allocation and system set up for Nashville Superspeedway and Dover International Speedway.
- Work closely with the marketing and promotions staff to ensure that ticket sales team is prepared execute and fulfill all promotional opportunities.
- Ensure that Managers of Ticket Operations has ticket system and offers updated and all published group and season ticket information is accurate.
- Ensure effective communication among and between all department staff.
- Direct departmental reward, appreciation and recognition efforts.
- Manage/motivate the coaching, counseling, disciplining of staff as appropriate, up to and including termination.

ADDITIONAL FUNCTIONS:

- Perform other duties as assigned.

REQUIREMENTS/EDUCATION:

- Associate or Bachelor's degree required – Business Management / Sports Management preferred
- 5 – 7 years sales/ticket sales experience
- 2 – 5 years management experience
- 2 – 4 years ticket system experience
- College degree in related field or equivalent experience required
- Prior knowledge of ticketing systems and platforms, Ticketmaster preferred
- Must be proficient with Microsoft Office software.
- Must possess excellent leadership skills with the ability to direct the workforce, provide support to staff, and delegate appropriately.
- Must be an excellent team builder, motivator and mentor.
- Must possess excellent written and oral communication skills
- Must be able to solve problems and deal with a variety of situations
- Must present an overall professional appearance
- Must be able to work weekends, holidays and nights as needed

ORGANIZATION RELATIONSHIPS:

Accountable to: President of Nashville Superspeedway and President of Dover International Speedway

Accountable for: Manager of Ticket Operations, Ticket Sales Representatives, and all part-time ticket personnel

The above description denotes some of the specific characteristics which are necessary to perform the principal functions of the job and are not intended to be a description of all work requirements that may be inherent in the position.

Nashville Superspeedway and Dover International Speedway is an equal opportunity employer.

HOW TO APPLY:

[CLICK HERE](#) to apply for this position.

ADDENDUM TO JOB DESCRIPTION

These are physical and mental requirements of the position as it is typically performed. Inability to meet one or more of these physical or mental requirements will not automatically disqualify a candidate or associate from the position. Upon request for a reasonable accommodation, the Company will review for reasonableness, depending on the requirement, the essential functions to which it relates, and the proposed accommodation.

Physical Requirements				
X	Seeing		Pushing / Pulling	
	Color Perception (Red /Green)		Climb, Ascend, Descend Stairs	
				Bend, stoop, kneel Other (specify):
X	Hearing / Listening		Lift 15 pounds	
X	Clear Speech		Carry 15 pounds	
	Touching		Drive (local / long distance)	
	Dexterity		Ability to Move Distances	
	Hand		Ability to Mount / Dismount (Forklift / Truck)	
	Finger	X	Ability to Sit / Stand for extended periods	

Mental / Reasoning Requirements				
	Reading – Simple		Writing – Simple	X
X	Reading – Complex	X	Writing – Complex	X
				Analysis / Comprehension Judgment / Decision Making
	Clerical	X	Basic Math Skills	

Work Environment				
X	Shift Work		Outside	
	Works Alone		Extreme Heat	
X	Works with Others		Extreme Cold	
X	Verbal Contact with Others		Noise	
X	Face-to-Face Contact		Mechanical Equipment	
X	Inside		Electrical Equipment	
				Pressurized Equipment Moving Objects High Places Fumes / Odors Hazardous Materials Dirt / Dust

Disclaimer
<p>The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all personnel so classified.</p>