

TOURNAMENT OF ROSES ASSOCIATION
JOB DESCRIPTION

Job Title: Manager, Ticket Operations
Department: Finance
Reports To: Chief Financial Officer
FLSA Status: Nonexempt

SUMMARY OF PURPOSE OF JOB:

Serves as the primary contact for all Tournament of Roses ticketing administration and management, which includes, but is not limited to, the Rose Parade and Rose Bowl Game and their related events. Overall responsibility for managing the ticket inventory, ticket sales, ticket distribution and event reporting for all Tournament of Roses ticketed events. Works closely with Tournament departments, volunteer committees and outside consultants to design, manage and account for all ticket inventory, ticket sales and revenue. Coordinates the management and analysis of data from ticketing system which in turn will assist in making decisions regarding best approaches to increase sales for all events.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following: Other duties may be assigned.

- Serve as the lead on all administration and technology regarding ticketing operations, which includes, but is not limited to ticketing software, access management software (ticket scanning), ticketing consultants, ticketing partners and customer data retention and analytics. Act as liaison between Tournament and ticket system provider in coordination with ticketing consultants.
- Collaborate with Tournament departments and committees that brand, price and design tickets as well as market and publicize Tournament events. Help develop ticket sales strategies including development of a robust analytics plan for marketing.
- Responsible for the management of event manifests, ticket types and prices, application renewal process, sales process by channel, ticket allocation, ticket distribution, ticket fulfillment (electronically or hard tickets as applicable) and venue access management for all Tournament events, including coordination with all third party vendors and ticketing consultants. Help develop a sales and marketing plan for all Tournament events which needs to be done in coordination with outside entities currently selling Tournament events.
- Develop and design an upgraded renewal process for member and partner renewals.
- Responsible for event ticket operations including working with outside ticket consultants and Tournament staff to help supplement ticket operations.
- Manage internal event ticket inventory, which includes, but is not limited to, Rose Parade, Rose Bowl Game, Decorating Places, Equestfest, Bandfest, VIP Tailgate and Floatfest etc.

- Liaison with corporate contacts, media, sponsors and members regarding their ticket allocations and distributions. Work with ticket consultants to coordinate ticket allocations and distributions to the participating institutions.
- Liaison with outside ticket consultants and ticket printing companies on all data transfers for any ticket printing, ticket packets and deliveries (as applicable).
- Liaison with Tournament departments on ticketing information that appears in correspondence and collateral materials.
- Serve as the lead on all Tournament communications with ticket consultants, partners and customers.
- Serve as the lead on all ticket related customer service.
- Maintain Tournament's ticket customer database (CRM system). Including collecting and aggregating data from different sources, cleaning data, enriching data with appends from outside sources and segmenting the data as needed to be able to engage more fans and drive revenue.

SUPERVISORY RESPONSIBILITIES

This position does not oversee any full-time employees; however, the position does work with consultants throughout the year that work in roles of ticket operations.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

- BS/BA degree in Business, Communications, or a related field; and a minimum of three (3) years' work experience in college or professional sports or entertainment ticketing, with an emphasis on ticket operations.

COMPETENCIES REQUIRED (unless stated otherwise)

- Attention to detail
- Strong interpersonal skills
- Multi-tasking skills
- Works effectively with deadlines
- Open to feedback
- Good collaboration and teamwork skills
- Strong organizational skills
- Adaptable and flexible with change
- Excellent written and verbal communications skills
- Understanding of CRM system
- Strong analytical skills
- Strong knowledge of Archtics, or similar ticketing software programs

- MS Office Suite proficiency

LANGUAGE SKILLS

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and to divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate percentage rates and to draw and interpret analytical charts and graphs.

REASONING ABILITY

Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.

CERTIFICATES, LICENSES, REGISTRATIONS

None

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. The employee must occasionally lift and/or move up to 30 pounds. No specific vision abilities are required by this job.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The majority of the duties of this position are performed in a typical office environment.

COMPENSATION

Annual compensation \$58,000 to \$70,000, including health and medical benefits.

Submit resumes to jobs@tournamentofroses.com. No phone inquiries please