

9/11 MEMORIAL & MUSEUM

JOB TITLE: Director of Sales & Marketing

POSITION OVERVIEW

The Director of Sales & Marketing will perform duties in order to further awareness and increase sales and attendance while helping to maintain efficient operations and an excellent visitor experience of the Memorial and Museum. The Director will oversee the day-to-day administration of the Sales team's operations; managing individual, school, youth, affinity corporate, stakeholder, concierge, partner and tour travel group reservation distribution, promotion and marketing; and related operations to ensure they all receive an efficient and quality experience in planning and visiting the 9/11 Memorial & Museum. The Director will oversee all reseller relationships, working with Finance to ensure invoicing and payments are distributed monthly. The Director will also oversee partner sales relationships including CityPass, NYPass and Explorer Pass, and make strategic recommendations on entering new sales partnerships. This role will also lead marketing efforts for all revenue related activity: ticket sales, partner relationships, tours, groups and educational visits.

The Director will work closely with the Senior Vice President of Marketing & Sales to recommend enhancing front-end customers experiences on the ticketing site Galaxy to be implemented by IT.

ESSENTIAL FUNCTIONS

- Administer the overall operation of the Sales team
- Drive revenue related marketing activities
- Lead interdepartmental team on the maintenance of ticketing platforms (online, on-site and third-party channels)
- Operate and maintain administrator level backend support of the ticketing system
- Maintain and manage sales and bus policies and procedures with Operations senior staff, other departments and external agencies
- Create sales strategies, working with other departments on pricing and discounts to determine market needs and visitor demand
- Identify industry trends and shifts in marketplace to help shape strategy
- Provide regular analysis of admissions trends
- Create accurate and timely weekly sales reporting
- Proactively establish and maintain strong tour industry business relationships through tradeshow, sales missions, networking events and executive level representation in the tour and travel industry and organizations

- Research and locate new markets and clients in order to generate additional attendance and sales to meet organizational goals
- Negotiate sales rates and contracts with third-party tour and travel sales channels
- Oversee monthly invoicing for partner-related fees with Finance
- Build partner-related ticketing platforms and project management system integrations with partners and in-house services in collaboration with the IT department
- Build, manage and track division budget
- Oversee partner sales relationships with CityPASS, New York Pass, and Explorer Pass
- Oversee the hiring, training, scheduling and daily performance of the Sales staff, ensuring that they are fully trained in, and are continually demonstrating, proper handling of customer service issues (including sensitive cases), as well as up-to-date 9/11 Memorial & Museum sales policies
- Develop and implement Sales team employee performance tracking systems
- Develop strategies and tactics to attract additional sales for visits from groups, schools, affinity, corporate, concierge tour and travel group segments in order to achieve increased sales revenue and attendance
- Oversee any internal or external special requests, in order to provide a unique ticketing and on-site experience for visitors
- Document and update as necessary all sales policies and procedures with the Senior Vice President, Marketing
- Prepare integrated group and individual ticket distribution plans in support of attendance and budget goals for the Museum
- Develop and execute executive-level reporting distributed to internal and external groups
- Help guide the development of visitor-related content for the website
- Handle a large variety of complex tasks and prioritize workflow in a fast-paced office environment

QUALIFICATIONS/SKILLS REQUIREMENT

- Position requires at least a bachelor's degree
- Direct experience in the development and administration of group tickets sales plans, including sales forecasting, in a high-volume environment, similar to a museum, theme park, attraction, point of destination or related public service/education venue
- Experience marketing a museum, theme park, attraction, point of destination or related public service/education venue, with a particular focus on digital marketing
- Earned media/word-of-mouth marketing experience
- Experience in the development and administration of operating budgets and policies in a Museum and performing arts environment
- Experience with Gateway ticketing systems is beneficial
- Customer service experience at the mid- or senior-management level.
- Project management experience is required

- Ability to recognize the importance of responsibility, authority and accountability
 - A willingness to work nontraditional hours, think independently, take initiative, and meet deadlines
 - Strong written and oral communication and mathematical skills; excellent attention to detail; exceedingly well-organized; conflict resolution ability; leadership, team-building and motivational skills; and a professional and flexible manner
 - Ability to interact well with a wide range of people and personalities of all levels within and outside the 9/11 Memorial & Museum
 - Must adhere to a policy of strict confidentiality in terms of information regarding 9/11 victims, bid documents, security and life safety incidents, and labor relations
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- This job description is a descriptive list of the responsibilities and qualifications associated with this position and are not intended to be all-inclusive.
 - Employees are expected to also perform other business-related duties as assigned by the supervisor or other management.
 - The organization reserves the right to change, modify or reassign job responsibilities, duties and scheduled work hours as per business needs.
 - This document is a communication tool and not intended as a written or implied contract of employment.
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HOW TO APPLY

- Include job title in the email subject field
- Please state the location where job posting was seen
- Send resume to 9/11 Memorial Jobs – Tourism & Sales
911mmtsjobs@911memorial.org