

9/11 MEMORIAL & MUSEUM

POSITION DATA

JOB TITLE: Director of Sales
DEPARTMENT: External Affairs
REPORTS TO: Senior Vice President, Marketing
DATE: January 2019

POSITION OVERVIEW

The director of sales 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 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 the finance department 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 liaise with the tourism industry and provide representation of the organization while promoting partner ticketing within new and existing markets to increase awareness and revenue. The director will oversee across all departments in support of their ticketing-related initiatives, including operations and IT.

The director will work closely with the vice president of digital strategy to recommend enhancing frontend customers experiences on the ticketing site Galaxy to be implemented by IT.

ESSENTIAL FUNCTIONS

- Administer the overall operation of the sales team.
- 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 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 manage 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, NYPass, 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.
- A minimum of five years' 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 in the development and administration of operating budgets and policies in a museum and performing arts environment.
- A good working knowledge of Microsoft Word and Excel.
- Experience with Gateway ticketing systems is beneficial.
- Experience with a SQL database system 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.

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