

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2022**

**GROUP SALES SPECIALIST**

**FLSA STATUS: NON-EXEMPT – PAY GRADE: 11 – C**

**JOB FAMILY: OFFICE/ADMINISTRATIVE  
JOB FUNCTION: OFFICE/ADMINISTRATIVE**

**GENERAL STATEMENT OF JOB**

The Group Sales Specialist assists group sales clients with the purchase of group tickets and group reservations for all the FSCJ Artist Series events and recommends additional shows, services, and benefits. This position provides customer service related duties including difficult incoming and outbound calls and handles escalated customer service issues. The position serves as the lead representative to correspond with group leaders regarding payment plans. Assists in maintaining group communication lists, payment collections, and marketing list building. Assists in researching marketing material, maintaining group sales social media platforms, generating daily group sales reports and performing a variety of other essential tasks in a very fast-paced environment. The Group Sales Specialist is a customer-focused service professional who uses established procedures, Tessitura Ticketing system, independent judgment, and various computer technology platforms to effectively do the job.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Answers group sales in-coming phone calls, makes out-bound calls, responds to group sales emails and google form reservation request forms. Informs group leaders of event information including show descriptions, age appropriateness, COVID health and safety protocols, seating and discount options, group benefits, group master list form, ADA seating, sign language interpreters, payment options, parking, dining & hotel recommendations, and other event and day of related details to enhance the group's experience.

Influences and upsells groups to purchase additional shows and group programs. Provides a positive experience to encourage return business and become long-term supporters of the arts. Responds to group sales inquiries and resolves complaints or concerns. Escalates calls to the appropriate person if necessary. Proactively assesses customer issues, circumstances, expectations, and needs.

Assists in selling tickets and providing customer service to general group leaders in purchasing group tickets or making ticket reservations and setting up payment schedules, which varies depending on the show type, client type, and date within the season. Follows up each order with an invoice and customized seating chart. Updates invoices, payment schedules, and seating charts, as needed. Generates show and season CSI reports, follows up on deposits and final payments scheduled, and makes seating adjustments as needed.

Assists in selling tickets and provides customer service to VIP high-volume specialty group clients such as Naval Air Station Jacksonville Information Tickets and Travel Office, Girl Scouts, and Country Clubs in purchasing group tickets, making ticket reservations and adhering to the payment schedule. Maintains ticketing process tailored to clients' needs throughout the season. Builds client payment information in CSI and runs show and monthly reports. Maintains Access database to record sales and groups Will Call Master List process for each performance.

## **GROUP SALES SPECIALIST – Page 2**

Assists in selling tickets, provides customer service, and works with school group leaders on the day of show for school performances at the FSCJ Nathan H. Wilson Center and weekday matinee performances at the Times-Union Center with Group Sales Coordinator. Maintains school performance agreement forms and reservation process. Creates customized invoices and seating maps. Maintains school performances programming reservation Excel database and emails follow-up payment schedules and reminders. On the day of show, greets group leaders and works with venue staff, security officers, ushers and bus drivers within the scope of the position. Assists in selling tickets, provides customer service, and works with virtual school group and summer field trip group leaders as needed.

Generates show and season specific group sales emails and mailing lists from Tessitura and group sales marketing lists for show marketing campaigns as needed. Performs look-ups or extracts customer records to contact target groups via phone, email or mail.

Assists in researching upcoming season shows. Creates and updates events on group sales social media platforms such as Facebook. Submits school performances on event websites and online calendars. Works with event calendar representatives to promote school performances and provides marketing materials as needed. Posts and shares on group sales platforms throughout the season and makes updates as needed. Monitors Artist Series website, group sales pages, and social media platforms to remain current on marketing strategies and communications.

Researches, creates, and maintains all group sales lists for marketing purposes such as homeschoolers, senior activities directors, and churches. Inputs customer information into Tessitura Ticketing System to keep record of transactions and/or comments. Assists in reviewing Tessitura and Facebook analytics.

Assists in maintaining group sales and school performances web pages on the FSCJ Artist Series website and group sales emails within WordFly email campaign software, as needed. Reviews WordFly email campaign reports and determines results and facts to communicate to Group Sales Coordinator.

Builds Group Usher and event promo codes annually in Tessitura. Assists in creating codes and corresponding instructions with new group clients throughout the season. Assists in researching, maintaining, and developing the Group Usher client list and updates as needed. Generates Tessitura performance appeal and sales reports to confirm groups and payment status. Assists group clients with navigating the Artist Series website and recovers logins and passcodes to assist with buying tickets through the website.

Performs select Group Sales Coordinator duties when needed. Attends weekly Box Office meetings to stay up-to-date and prepares notes to communicate updates with Group Sales Coordinator. Collaborates with management team and makes recommendations for improvement in policies and procedures.

Assists with special events at the theater such as Family Night on Broadway and other volunteer events as needed. Assists in managing ambassadors, volunteers, Meetups and chat back groups as needed.

Perform related duties as required.

### **SUPERVISION RECEIVED**

Supervision is received from the appropriate supervising administrator.

### **SUPERVISION EXERCISED**

None

## **GROUP SALES SPECIALIST – Page 3**

### **MINIMUM QUALIFICATIONS**

Requires a high school diploma or high school equivalency supplemented by a minimum of one (1) year of related experience.

### **PREFERRED QUALIFICATIONS**

An associate's degree and a minimum of two (2) years of related experience in sales and customer service, project management, Microsoft Office Applications, administrative support functions, preferably with experience in performing assignments and/or projects that demonstrate a high degree of organization and independent judgment. Requires proficiency in word processing applications to include Microsoft Office, Word, Excel, Access, PowerPoint, TEAMS, Tessitura ticketing software, Goggle Docs and DropBox.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of machines and equipment including mainframe and personal computers, equipment, and related peripherals, and modern office. Tasks may require ability to lift, carry, push and or pull objects of light weight (12-20 pounds). Tasks may require extended periods of time at a keyboard or workstation.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of department records, documentation, figures, financial and reporting systems, and related equipment.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

**Language Ability:** Requires ability to read standard English, as well as technical data, policy and procedure manuals, codes, etc. rendered in moderately complex terminology. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to adhere to accepted standards of business English, i.e., format, style, grammar, spelling, punctuation. Requires the ability to communicate with a broad array of individuals from various backgrounds.

**Intelligence:** Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with the public, faculty, and staff under charge.

**Numerical Aptitude:** Must be able to add, subtract, multiply and divide; calculate decimals and percentages; compute discount, profit and loss, ratio and proportion; interpret graphs.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape, and visually read various information.

**Motor Coordination:** Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

## GROUP SALES SPECIALIST – Page 4

**Manual Dexterity:** Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** May require the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under occasionally high levels of stress, imposed by frequent deadlines, peak workloads, or staff contact.

**Physical Communication:** Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

**Environmental Requirements:** Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 1/22