

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

**GROUP SALES COORDINATOR**

**FLSA STATUS: EXEMPT – PAY GRADE: 14 – C**

**JOB FAMILY: COLLEGE ADVANCEMENT  
JOB FUNCTION: ARTIST SERIES**

**GENERAL STATEMENT OF JOB**

The Group Sales Coordinator oversees all the group sales and school performances programs to include forecasting, preparing sales goals, marketing, and maintaining Group Sales procedures. Develops and maintains relationships with group leaders and clients, community and promotional partners, sponsors, show representatives, agents and producers, company managers, vendors and venue management teams. Develops and maintains marketing, education, and community engagement strategies using website, email, and social media tools. Generates daily reports to manage group sales goals and marketing efforts. Markets and sells the Marquee program. Assists Operations in School Performances programming.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Manages and maintains communications with all FSCJ Artist Series group clients and develops relationships with potential group clients to increase awareness within the community of FSCJ Artist Series shows, group benefits and partnerships opportunities. Creates and manages education and community engagement incentives and programs with VIP group clients such as Girl Scouts, AAA, AARP, DCPS, and Military organizations. Maintains and customizes partnerships. Attends partner and community events to market group offers such as SHRM, Visit Jacksonville, Jacksonville Chamber, Professional Women's Council, and DCPS Arts Teacher and PTA vendor fairs and planning meetings.

Forecasts and manages FSCJ Artist Series Broadway Across America (BAA) Group Sales objectives, procedures, and marketing strategies to meet and exceed sales goals. Analyzes sales and reports group ticket sales weekly and annually to BAA Partners. Collaborates with other BAA group sales markets, Broadway shows contacts, BAA Partner, and community leaders to facilitate sales, special offers, promotions, and show specific opportunities within the community. Creates marketing plans including email and social media schedules. Creates marketing collateral and oversees approval process. Reviews and recommends group pricing for season shows. Participates in National Group Sales Manager and Broadway League Group Sales Town Hall monthly meetings.

Forecasts, maintains, and implements School Performances processes to meet sales goals and improve department efficiency and customer satisfaction. Assists the Operations department with school performances programming. Determines marketing plans and sales goals. Creates marketing collaterals such as website show pages, flyers, posters, emails, and ads. Coordinates chat backs and day of show arrangements with the venue staff and the show's company manager. Communicates day of details with groups attending each performance. Attends school performances at the FSCJ Nathan H. Wilson Center and weekday matinee performances at the Times-Union Center with Group Sales Specialist and greets group leaders, manages the arrival and departure process, and acts as Event Manager on Duty. Updates procedures with operations, marketing, and venue staff, including on-site security as needed.

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Develops, manages, and grows special group sales offers, programs, and social media platforms to increase the reach within the market and within specific demographics for show marketing and group bundling opportunities. Communicates and manages relationships with program clients such as Group Usher (an online corporate group ticket bundling service), ambassador programs, student review crews,

and dinner and show packages. Negotiates discount offers with show representatives, builds promo codes and completes Box Office discount procedures. Markets, promotes, and manages discounts, offers and programs, and forecasts sales goals and marketing efforts. Develops and maintains group sales and school performances social media platforms such as Facebook, Linked-In, Tumblr, and Meetup. Creates group sales content to be used on social media platforms.

Maintains and develops Marquee advertisers and sponsorship sales, and fulfill contractual commitments throughout the season to foster successful long-term relationships and support for the FSCJ Artist Series. Creates and communicates proposals and payment schedules. Updates ads, organizes meetings at the theater, provides invoices, special events, and special ticket offers.

Researches and collects all upcoming season show's marketing materials, group sales marketing guides, and study guides to be used in marketing efforts throughout the season.

Creates and maintains Group Sales, Group Usher, and School Performances web pages and marketing collateral such as show pages, emails, flyers, posters, and brochures throughout the season to keep information current, educate group leaders, and upsell additional shows and programs. Collaborates with marketing department and manages approval process to meet deadlines.

Generates and analyzes daily Group Sales reports to measure sales and marketing efforts per show throughout the season and annually. Runs reports with Tessitura ticketing software, Goggle Analytics, WordFly email campaign software, and social media platforms and monitors progress and determines a plan to reach sales goals.

Performs as Event Manager On Duty (EMOD) as assigned, and works special events at the theater such as Family Night on Broadway, volunteer events, partner and sponsor events, and show related pre, post, and intermission activities. Troubleshoots any customer issues and resolves problems at the theater during the show.

Oversees the Group Sales and School Performances email campaign schedules.

Oversees the Group Sales and School Performances social media platforms schedules.

Oversees the Group Sales and School Performances payment deadline schedules.

Oversees the maintenance and development of all group sales lists and database. Runs data reports and reviews marketing lists to increase efficiency and increase the reach within the community.

Supervises, trains, and manages the Group Sales Specialist on duties, procedures, and priorities as needed. Schedules and manages hours for GS Specialist. Assists or stands in for Group Sales Specialist as needed.

Provides group sales data to operations department in completing annual grant applications and fulfillment of group sales related grants received by FSCJ Artist Series, as needed.

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### **SUPERVISION RECEIVED**

Supervision is received from the appropriate supervising administrator.

### **SUPERVISION EXERCISED**

Supervision is exercised over assigned staff.

### **MINIMUM QUALIFICATIONS**

Requires a high school diploma or high school equivalency supplemented by a minimum of one (1) year of related experience. Ability to work in different locations and hours as assigned.

### **PREFERRED QUALIFICATIONS**

A Bachelor's degree and three (3) years of related experience in Group Sales, theater / entertainment industry, marketing, and/or 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, Umbraco (or website builder software), Goggle Analytics, and WordFly or understanding of an email campaign software, Sharepoint, Adobe, Goggle Docs, DropBox and PeopleSoft.

### **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.

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**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.

**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