



TICKETS ALBERTA MANAGER

Since 1891, Westerner Park has been a place for Central Albertans to gather and celebrate community events. Westerner Park is both an agricultural society and registered not-for-profit with charitable status. Each year, Westerner Park generates more than \$150 million in economic activity, more than 1.5 million visitors come through our gates to celebrate over 1,500 unique events. From weddings and banquets, hockey games and agricultural shows to concerts and trades shows, we continue to be there as Central Albertans join to share in their most memorable moments.

We pair first class facilities with down home service. We treat all our event organizers and guests with the same welcoming, approachable and trustworthy style that has defined our organization for the past 129 years. We enable and service other organizations to gather and celebrate their own purpose and cause.

We are an integral part of central Alberta. We take pride in the experiences we produce and the trade and commerce we facilitate. We support the rural and urban connection in Central Alberta, inspire youth, engage arts, culture and connect our community. Our collaborative spirit facilitates the growth and success of other non-profits and charities. We develop and apply strengths from volunteerism and partnerships for the betterment of our community as a whole.

SUMMARY

Imagine working for an organization that is leading the way in Alberta as a destination for celebration, the home for Canadian Finals Rodeo for the next 10 years, the place Major Sporting and Concert Events across the globe want to partner with and having the opportunity to manage the proprietary ticket system that supports this.

Tickets Alberta is a new ticketing system that offers reliability, ease of use and efficiency. We provide an opportunity for event goers to make purchasing tickets a breeze, while event planners have access to customizable features and display options to sell tickets for their events. Tickets Alberta offers the ability to reduce ticketing surcharges, putting the savings back into the ticket purchaser's pocket!

Imagine being part of a team that thrives on collaboration, guest experience, and feeds off the energy of the events and leading the charge growth and innovation.

We are looking for an experienced, qualified and dynamic Tickets Alberta Manager to lead our Box Office team.

The Tickets Alberta Manager is a vital member of the Management Team. Under the direction of the Director of Development, the Tickets Alberta Manager plays a key role in the client and guest experience and revenue generation of the organization. This position is responsible for managing people and operating the box office for a diverse array of onsite events that include sports, concerts, trade shows and fairs. You will be managing the ticketing system and online box office sales with an emphasis on working with key stakeholders and building new client relationships, identifying business opportunities for expanding ticketing services and advertising. Assist in the financial analysis and settlement process of events with our partners.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Under the direction of the Director of Development, the Tickets Alberta Manager is responsible for the following:

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General

- Oversee daily activity of the Box Office operations that includes, but is not limited to, daily scheduling, directing, monitoring and training of staff, ongoing testing and updating of ticketing system, creation of new reports, fixing technical problems
- Understanding all aspects and managing the Box Office ticketing selling platforms, including seating manifests, inventory controls, financial reporting, etc.
- Maintain and update e-venue website with the assistance of the ticketing system provider
- Review and update phone tree system, on hold and system efficiency with service providers
- Analyze client and sales data
- Implementation of Box Office policies and procedures
- Oversee the development of a “Best Practices” manual outlining venue support and Box Office protocols and best practices and other training material
- Maintain a positive and proactive approach to ticketing activities with a strong commitment to superior client and guest experience
- Maintain strong working relationship with our key stakeholders that include the Red Deer Rebels and ticketing system provider
- Liaison with clients to set up events, develop appropriate manifests, maintain financial records and manage the preparation, presentation and settlement of all event box office statements
- Ensure that all members of the Box Office team are aware of issues around data protection and apply these when assisting clients and guests
- Ticket processing and in-person ticket sales

Financial Management

- Control ticket inventory and ensure appropriate ticketing levels are maintained and promotional materials are ordered in line with business requirements
- Oversee staff to process the handling of funds in accordance with corporate cash handling and cash control procedures to reduce risk to the organization
- Assist Box Office Attendants with end of event reconciliations and help to balance any variances in income and/or cash
- Reconcile any issues between ticket sales and financial settlement with the Finance department
- Prepare annual budget in consultation with Finance department

Business Development

- Present to, and consult with, senior level management on business trends with a view to developing new services, products, and distribution channels and maximize potential of existing services
- Using knowledge of the market and competitors, identify and develop the company’s unique selling propositions and differentiators
- With the assistance of Marketing and Event Production, build proposals for prospective clients based on the discovery process in order to meet the clients goals and objectives by identifying each service offered to clearly define how the service assists in achieving the prospects’ goals
- Present proposals, emphasizing agreements and working through client concerns to achieve both Westerner Park and client goals
- Work with the Marketing Manager to provide meaningful insight into audience characteristics so as to maximize revenue and prepare data for direct mail campaigns

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Client Retention

- Ensure that all that was promised to the client (manifests, ticketing types/prices, on sale date deadlines, advertising, etc.) is delivered and ongoing communication of delivery is complete
- Deliver a final settlement report that includes appropriate summary of financial performance, ticket sales and net income of the event with the assistance of Finance department
- Responsible for proposal renewals by presenting a new agreement (with changes based on learning experiences) either close to the end of the existing event (preferred) or immediately after the conclusion of the event where applicable

Supervisory Responsibilities

- Oversee the Box Office Coordinator, Box Office Supervisors (casual employees) and Box Office Attendants (casual employees)

CORE COMPETENCIES

- Decision making authority
- Customer Focused
- Client and guest experience
- Accountability and Dependability
- Coaching
- Staff Management
- Analytical and Critical Thinking
- Networking, Prospecting and Persuasion
- Development and Continual Learning
- Communication and Teamwork
- Stress Management
- Quality Orientation
- Adaptability / Flexibility
- Creative and Innovative Thinking
- Decision Making, Judgement and Problem Solving
- Planning and Organizing

QUALIFICATION AND REQUIREMENTS

- 3-5 years Managerial Experience
- Post-Secondary Degree or Diploma is preferred
- Knowledge of ticketing systems and functionality as it relates to box office operations and marketing is an asset
- Paciolan specific experience considered an asset
- Time management expertise, identifying priorities consistent with asset strategy and brand
- Strong sales and project management skills
- Superior written and oral communication skills with an ability to communicate at a senior management level as well as across all levels of an organization and build strong collaborative relationships across all stakeholders

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- Ability to work independently and to manage, train and motivate others with an attention to detail
- Cash handling and staff scheduling
- Superb interpersonal abilities and phone etiquette
- Outstanding client and guest experience
- Ability to accommodate a flexible schedule, including evenings, weekends and holidays as well as working in a fast-paced environment
- Advance knowledge of MS Office Suite
- AutoCAD experience would be considered an asset

WORK ENVIRONMENT

- Interacts with Senior Leadership, Business Unit Managers, Committees, Sponsors, Staff, Volunteers, Clients, Guests, and Government Agencies
- Travel may be required
- Ability to conduct quality presentations
- Given Westerner Park is in the Major Events industry, this individual will need the ability to be adaptable and flexible with their time. Work will include evenings and/or weekend shifts as event volume dictates

AFFILIATIONS Member of the Westerner Employees Association - Exempt

COMPENSATION Westerner Park provides a competitive compensation package including health and dental benefits, vacation, Employee and Family Assistance Plan, Group RSP and more.

TO APPLY Please email your Cover Letter and Resume to Human Resources with your name and the name of the position you are applying for in the subject line to HR@westernerpark.ca

This job description is not intended to be all inclusive and successful incumbents may perform other related duties as requested to meet the ongoing needs of the organization.

Thank you for your interest with Westerner Park. We look forward to reviewing your application.

Important Message: We thank all those who apply. Only those selected for further consideration will be contacted. This position will remain posted until a successful applicant is found.

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