

One company.  
One brand.  
One Vision.

## IT'S ALL ABOUT THE OPPORTUNITY Boston Professional Hockey Association



### The Opportunity: Vice President of Ticket Sales and Service

**Unit Summary:** The Boston Bruins are an Original Six franchise in the National Hockey League with a storied history going back to 1924. They have won 5 Stanley Cup championships and have had the numbers of 10 former players retired. In addition, The Bruins have had 50 former players/coaches named to the Hockey Hall of Fame. Visit the Boston Bruins' website at <http://www.bostonbruins.com>.

**Your Role:** Develop, direct, and execute strategic sales and marketing plans for DNC-Boston and the Boston Bruins for ticket sales by developing short and long term goals and initiatives for season ticket sales, Bruins group sales, Garden group sales, Bruins individuals tickets and Fan Relations. Direct and oversee the ticket sales teams for DNC-Boston and Boston Bruins for season ticket sales, Bruins group sales, Garden group sales, and Bruins Individual ticket sales and oversee the day to day activities of each to ensure all team members work in concert with one another to achieve strategic goals and initiatives. Develop and execute season ticket renewal strategy to maximize sales and revenue. Create and implement new and innovative individual ticket campaigns to maximize ticket sales and revenue. Create and implement service plan for fan relations including the delivery of special amenities to season ticket holders. Direct and oversee the customer service functions for season ticket sales, Bruins group sales, Garden group sales, and Fan Relations. Oversee the new sales and membership base for Legends. Collaboration with VIP department on creating and exceeding VIP Bruins goal for ticket sales department. Develop and cultivate high-level prospective clients names and contact information to facilitate the maximization of sales and revenue. Develop and analyze highly complex sales data to facilitate the development and execution of sales and marketing strategy to maximize sales and revenue. Prepare, review, and monitor the sales budget for season ticket sales, Bruins group sales, Garden group sales, Individual ticket sales, and Fan Relations to identify trends and variances for budgetary projections and take remedial measures, as necessary, to attain budgetary guidelines. All other duties as assigned.

**Our Expectations:** Bachelors degree with 5-7 years experience. Sales or Marketing degree preferred. Strong time management skills, solid sales strategy and management, strong interpersonal skills, strong organizational skills, self motivated, competitive natured, strong listening skills, personable and strong business acumen.

