



Sarnia Sting Hockey Club
A: 1455 London Road. Sarnia, ON N7S 6K7
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Job Title: Coordinator, Group Sales & Experience

An exciting opportunity to step foot in the sports and entertainment industry as the Coordinator, Group Sales & Experience with the Sarnia Sting Hockey Club, a proud member team of the Ontario Hockey League.

Our mission as an organization is **to relentlessly pursue pride among the Sting community through unquestionable work ethic, integrity, and leadership**. We aim to meet this mission by creating an environment that promotes and enables success with decisions that align with our [organizations' core values](#).

The Marketing team within the Sting organization works collaboratively with other departments to build the team's brand through a four-pillar platform that includes: grass root community initiatives, captivating digital content, unforgettable in-game (Sting) experience and local charitable partnerships.

The Group Sales & Experience Coordinator is a highly motivated, energetic and positive member of the Sting Business Operations team. The Coordinator is one of the most organized and detail-oriented people in the Sting Business Operations team.

The candidate that fills this position will be supervised by the Director of Marketing & Corporate Partnerships, while working alongside the team Marketing department as well as the Box Office Manager and Box Office Staff. The successful candidate must form exceptional working relationships with all internal and external Sting stakeholders including but not limited to, hockey operations personnel, marketing personnel, volunteers and most importantly Sting fans.

The success of this employment will be measured by the group ticket sales growth year over year.

The Sarnia Sting is committed to creating a working environment that promotes and supports the growth of its employees. A welcoming environment for all, promoting a diverse workforce that celebrates the diversity of our team members and the community in which we live. We endeavor to build experiences that work for everyone by including perspectives from backgrounds that vary by race, ethnicity, social background, religion, gender, age, disability, sexual orientation, veteran status, and national origin.



DUTIES AND RESPONSIBILITIES

- Reporting to the Team President and Director of Marketing & Corporate Partnerships: Generate revenue for the Hockey Club through group ticket sales for Sarnia Sting home games.
 - Generate leads, execute cold calls, emails, and meetings to acquire new and renewal business for the Club.
 - Responsible for selling and executing group experience inventory.
 - Provide the best possible fan experience for fans attending Sting home games.
 - Achieve a group sales target of at least \$190,000.
- Assist the Marketing & Gameday team with providing all fans in attendance with the best possible experience.
- Assist the Box Office with individual game ticket sales when needed.
- Assist the Box Office with the sale of luxury suites, season tickets, flex packages when needed.
- Lead a volunteer intern team in successfully execute all group sales experiences sold
- Create and implement new ticket sales strategies
- Accurately and efficiently Track and report all group sales throughout the season to share with management team.
- Utilize the Sarnia Sting ticketing software to book, process, send and secure tickets for fans.
- Work collaboratively with the Box Office Manager and staff to ensure efficient execution of group ticketing needs including all communication regarding ticket allocation, printing and pickup requests.

QUALIFICATIONS

The successful candidate must:

- Come to the rink each day positive attitude and creative mindset.
- Have a desire and willingness to learn and grow as not only an individual but as a cohesive and supportive member of the team.
- Have a customer service focused mindset to provide Sting fans with a positive shopping experience.
- Have a strong technological comprehension.
- Have a minimum two (2) year college diploma.
- Sales experience is considered a strong asset
- Very organized and detail oriented.
- A love, passion, and strong understanding of the game of Hockey as well as the Ontario Hockey League.

SCHEDULE & COMPENSTATION

This position requires regular evening and weekend work, as dictated by the Sarnia Sting game schedule as well as community engagement and special events schedule. This is a full-time position with compensation that includes: Salary, bonus, and benefits.

TO APPLY

Please send a cover letter, resume to Jake Bourrie (Director, Marketing & Corporate Partnerships) at jbourrie@sarniasting.com citing the job title in the subject line. References may be required upon request.

We thank all applicants for their interest, however only those selected for an interview will be contacted.

The Sarnia Sting Hockey Club is an equal opportunity employer. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs. We do not discriminate based on race, colour, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under law.

