



UNIVERSITY OF SOUTHERN CALIFORNIA
DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

Position Description

Position Title: Account Executive, Ticket Sales – USC Athletics

Department: Athletics

Reports to: Manager of Ticket Sales & Service

Date Written/Revised: February, 2017

POSITION PURPOSE:

The team is seeking passionate, hard-working and dedicated sports professionals with the self-motivation and desire to excel in the sports industry. The primary focus will be on selling tickets for football, men's and women's basketball, men's and women's volleyball, soccer and baseball. This individual will conduct research, develop lead lists and work at a number of the different sporting events. Account Executives will be provided with some leads, but are also responsible for seeking new business, through web research, client referrals, cold-calling, etc.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Call past ticket buyers to try and sell them ticket packages for football, men's and women's basketball, men's and women's volleyball, soccer and baseball.
- Generate new group sales by targeting and developing relationships with organizations within Southern California.
- Make sales calls to youth and adult sport and recreation leaders, coaches, and team parents.
- Service, renew, up-sell, and cross-sell current group and season accounts.
- Conduct internet research to generate new lead lists.
- Be proficient in all USC packages including full season seats, partial plans, luxury seating, and other special events.
- Full participation in extensive inbound/outbound call campaigns including meeting large new outbound call requirements.
- Perform "game day" responsibilities, including acting as customer service greeters and working ticket sales booths.
- Assist with creative development for production of sales materials including flyers, brochures, and other support material.
- Other duties as assigned by Associate Athletic Director.

SPECIFIC JOB KNOWLEDGE, SKILL AND ABILITY

The individual must possess the following knowledge, skills and abilities and be able to explain and demonstrate that he or she can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.

- Highly motivated, naturally aggressive, with a positive attitude.
- Sales experience preferred, sports sales experience a plus.
- Exemplary self-discipline, professionalism, pride and work ethic.
- Outstanding listening, written, and verbal communication skills.
- Committed to personal integrity and team oriented.
- Detail oriented with ability to multi-task effectively and with a sense of urgency, sometimes under a high level of stress.
- Excellent organizational and time management skills.
- Creativity and ability to see ideas through to successful execution.
- Enthusiasm for and/or experience in professional sports sales and/or service.



UNIVERSITY OF SOUTHERN CALIFORNIA
DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

- Thoroughness and attention to detail.
- Compliance with organizational directives.
- Flexible hours required: working evenings/nights, weekends and holidays.

QUALIFICATIONS, EDUCATION, FORMAL TRAINING, AND EXPERIENCE

- Experience and training in Paciolan or other Customer Relations Management system a plus.
- High proficiency in Microsoft Word, Microsoft Excel, Internet use, and other basic computer usage.
- Familiarity with basic tenets of sales and customer service, sports industry specific a plus.
- Bilingual in English and Spanish a plus.
- **Licenses or certificates** – none specifically required.
- **Grooming** – employee must maintain a neat, clean and well-groomed appearance. Good hygiene & professional appearance required. Business casual attire in office and during events. Employees may be required to wear USC Athletics attire when representing USC in public.
- **Work Environment** – at times the noise level may be loud (especially during games)