

Sales Manager

The Calgary Philharmonic has been a pillar of Calgary's vibrant arts scene since 1955 and in that time has grown to be one of Canada's most celebrated live music ensembles. Led by Music Director Rune Bergmann, the Orchestra presents a wide range of concerts, inspiring education programs, and reaches audiences worldwide through free and accessible digital programming. In addition to 66 full-time orchestra musicians, the Calgary Phil is one of two major symphony orchestras in Canada that has its own chorus of over 120 volunteer singers. In a typical season, the Calgary Phil welcomes over 100,000 visitors, connecting audiences to live music experiences, and serves the city of Calgary by fostering creativity and belonging. Your Phil. Your Music.

The Role

The Sales Manager is a member of the Marketing + Sales Team, that plays a critical role in maximizing ticket revenue through strategic sales initiatives, robust reporting, and insightful data analysis. This position is pivotal in achieving the orchestra's goals and enhancing patron engagement through effective sales strategies.

Responsibilities

Sales Strategy Development

- In collaboration with Associate Director, Sales, develop and implement comprehensive sales strategies to achieve annual ticket revenue targets.
- Collaborate with the Marketing team to align sales efforts with promotional campaigns and audience development initiatives.
- Identify opportunities for revenue growth and implement proactive sales tactics to capitalize on them.
- Work with the Associate Director to implement key campaigns for annual telemarketing, renewal, and youth membership programs.

Ticket Sales

- Promptly answer customer inquiries by phone/email and work directly with patrons to facilitate ticket sales and address ticket-related inquiries.
- Utilize CRM insights to make data-driven decisions and recommendations to the Associate Director of Sales, enhancing revenue generation and audience engagement.
- Implement CRM tools to segment and target audience groups for personalized marketing campaigns and promotions.
- Monitor ticket pricing using CRM and partner data (Vatic) and oversee seat management.
- Collaborate with the Marketing team to integrate CRM data with marketing initiatives, ensuring cohesive and targeted messaging to drive ticket sales.
- Train and support sales team members in the effective use of CRM tools to enhance productivity and customer service.
- Complimentary ticket management including requests from Artistic, Development, and Administration teams.

Reporting and Data Analysis

- Generate regular reports on sales performance, customer attendance patterns, and statistical/demographic analysis as required.

Team Leadership and Collaboration

- Supervise and manage direct reports, including Box Office part-time staff and the Sales Assistant role.
- Foster a collaborative environment within the Sales team and across other departments to enhance overall organizational effectiveness.

Desired Qualifications

- Post-secondary education or equivalent experience
- Proven experience in sales management, preferably in a performing arts or entertainment environment.
- Strong analytical skills with the ability to interpret sales performance metrics and make data-driven decisions.
- Excellent leadership and communication skills, with the ability to inspire and motivate a sales team.
- Proficiency in CRM software, ticketing systems, and Microsoft Office Suite. Knowledge of Spektrix is an asset.

Additional Details

- This position is full-time with an annual salary ranging from \$55,000 to \$65,000. The successful candidate who meets the required qualifications can expect to start at the mid-range salary level.
- This position will require evening and weekend work at a minimum of 10 concerts per season.
- The Calgary Phil is trialing a hybrid remote work program. Employees who are eligible for this program can work up to three days / week from an appropriate remote location
- As part of our full compensation package, Calgary Phil offers 3 weeks' vacation, a comprehensive benefits package that includes RRSP contributions, health coverage, an employee assistance program, bonus days off, and other non-cash benefits.
- Office location: Arts Commons, Floor 2, 205 8 Avenue SE Calgary AB T2G 0K9

Application Process

Application deadline: 16 August 2024

Applications will be reviewed regularly, and suitable candidates may be contacted before the deadline. No phone calls or emails please.

Please send cover letter and resume to:

Courtney Ilie,

Associate Director, Sales

HR@calgaryphil.com with the subject line "Sales Manager"

The Calgary Phil is committed to fostering an anti-racist, equitable, diverse, and inclusive environment and, as such, encourages qualified candidates from a diverse range of backgrounds.

If you require accommodation for the recruitment/interview process, please let us know so that we can work with you to accommodate your needs.

We thank you for your interest in the Calgary Phil. Please note only shortlisted candidates will be contacted.

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