



## Consumer Sales Manager

The Gold Coast SUNS are committed to connecting with our community and inspiring people to be part of our extraordinary journey. To achieve this, we are currently looking for an experienced, energetic **Consumer Sales Manager** with strong leadership skills to successfully lead our vibrant Consumer Sales team - Membership & Ticketing.

Reporting to the General Manager – Consumer & Community, and working alongside the Consumer Operations Manager, the new role of Consumer Sales Manager will be a key member of the Consumer and Community team and be responsible for developing and driving all programs related to consumer growth, including but not limited to acquiring and retaining ticket purchasers and members of the Gold Coast SUNS. This role will oversee the day to day management of a Sales team and program to drive sales, revenue growth, growth of overall member and ticketing numbers and retention of customers and members.

The Consumer Sales Manager will provide strong leadership to a young team of enthusiastic staff, inspiring them to successfully achieve both team and individual KPIs.

### **The Consumer Sales Manager will be responsible for:**

- Developing annual membership campaigns and budgets with a focus on growing revenue along with innovative retention and acquisition strategies;
- Developing annual crowd build and daily ticket sales campaigns and sales budgets with a focus on growing revenue and crowd numbers;
- Managing the renewal and acquisition campaigns including, outbound call campaigns and membership and ticketing programs;
- Developing sales strategies based off data insights to convert fans and supporters of the Gold Coast SUNS to current members or ticket purchasers;
- Building a new sales, service and engagement model to retain members;
- Managing all match day membership and ticket sales activities focussing on customer sales and engagement opportunities;
- Reporting on all membership and ticket sales programs against key KPIs;
- Leading and motivating the team to achieve sales targets;
- Identifying training and development needs of staff;
- Managing all match day activities focusing on customer service, engagement and sales opportunities.

### **The ideal candidate will have:**

- A strong personal brand which personifies the GCFC values of Embrace our Community, Strive for Excellence, Uniquely Us and Make Each Other Better;
- The ability to lead, motivate, and influence a sales team;
- Proven experience meeting sales KPIs;
- Proven experience in developing sales and retention strategies;
- Excellent written and verbal communication skills including the ability to communicate with people from a variety of backgrounds;
- Experience in a membership orientated organisation and supervising a sales team;
- Experience working in professional sport, live events or leisure and entertainment (desirable);
- Relevant tertiary qualification (desirable).

**Applications close Monday 9<sup>th</sup> September 2019**



If you think you've got what it takes to join our team, please send a detailed cover letter addressing the criteria for this role and your resume to [recruitment@goldcoastfc.com.au](mailto:recruitment@goldcoastfc.com.au). Applications that do not address the selection criteria will not be considered.