



Company: Tampa Bay Buccaneers
Title: Director of Group Sales
Reports to: Vice President of Business Administration
Process: Submit Resume to www.TurnkeySE.com

BACKGROUND:

Tampa Bay first welcomed the National Football League in 1976 as the Buccaneers became the league's 27th franchise. The organization has become one of the most successful and revered franchises both on and off the playing field. In the Tampa region, the Buccaneers maintain a strong presence in a competitive sports and entertainment landscape, playing to an avid fan base and strong corporate support within the community.

The Tampa Bay Buccaneers have retained Turnkey Search to search, screen and recruit qualified candidates to become the Director of Group Sales.

**Any interested candidates should contact Turnkey Search directly.
Contacting the Tampa Bay Buccaneers will only delay consideration of your qualifications.**

SUMMARY:

The Tampa Bay Buccaneers is expanding its leadership team with the creation of a Director of Group Sales position. The organization is seeking an accomplished sales leader with experience in leading sales teams to exceed revenue and productivity goals. Directing a team of up to 15 Group Sales Representatives in expanding into new market segments, this leader must possess experience with target markets in central and western Florida including corporate, social, military, educational, religious and fraternal groups. A history of creativity and effective execution of new strategies leading to significant revenue growth is essential.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Recruit, hire, train and develop sales representatives with the focus of generating, maintaining and increasing Group Ticket sales.
- Lead, motivate, develop, and retain Group Sales staff for future succession and opportunity within the organization.
- Monitor, manage and evaluate Group Sales staff performance daily, weekly and monthly to determine productivity and effective use of manpower, materials, energy, capital, and assets on an ongoing basis.
- Establish and communicate clear sales revenue and training goals and follow up with Group Sales staff with appropriate feedback and direction for development.
- Develop, communicate and implement Group Sales strategies, procedures and processes to include new Group Ticket target markets while ensuring that deployment of plans will effectively transmit and achieve requirements.
- Develop long-term business strategy and objectives to support integrated sales and marketing positioning.
- Create and implement strategic plans into key alignment of short-and long-term goals.
- Ensure communications are coordinated to support sales plan objectives and meet organizational expenditure requirements.
- Effectively plan and implement processes and procedures necessary to ensure effective staff relations, customer satisfaction and achievement of budgets and goals.
- Participate in game day ticketing, special event and customer service duties; always representing the organization and brand in a positive matter.
- Lead weekly Sales Department meetings to include training, new strategy implementation plans, and evaluations of current activities.
- All other duties as assigned.

QUALIFICATIONS REQUIRED:

- Bachelor's Degree.
- At least 5 years of proven sales within the professional sports, hospitality or entertainment industry.
- At least 3 years of Group Sales Management within the professional sports, hospitality or entertainment industry.
- Positive attitude and proven ability to hire, train and motivate Group Sales Representatives.
- The ability and desire to work long hours, nights and weekends and occasional holidays.
- A desire to advance their career within professional sports.