

Dallas Summer Musicals Job Description

Position: Venue Sales Manager

Department: Executive

Reports to: President

FLSA Classification: Exempt

Summary of Responsibilities

Facility Rental is expected to be a major source of revenue for DSM/MGI. The Venue Sales Manager (VSM) is responsible for making that a reality by actively marketing The Music Hall as a unique and versatile space for various events and to generate profitable growth in rental revenues.

Specific Responsibilities

1. Create and implement venue sales strategy with objectives, goals and action plans to increase short- and long-term revenue stream from venue rental.
2. Engage in ongoing outside sales activities utilizing telephone sales and time outside the office in face-to-face meetings with prospective clients.
3. Conduct ongoing research into the competitive environment, peer markets and venues across Texas and nationally, event organizers locally such as convention centers, etc.
4. Conduct ongoing sales lead development among major promoters (AEG, Live Nation, others), independent promoters, agents, etc.
5. Create a pipeline of rental prospects.
6. Develop communications plan (along with DSM marketing staff) to maintain ongoing communication with prospective rental clients.
7. Serve as the first point of contact for building leasing and conduct initial site visits and additional visits with potential clients.
8. Negotiate and generate event contracts including follow-up, fulfillment, and closing of contracts.
9. Interface with House Manager regarding client needs.
10. Collaborate with DSM staff (front of house, parking, security, etc.) on-site post-event debriefs and reports.
11. Manage budget, forecast sales and budget accordingly.

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Credentials and Skill Sets

1. Record of success in outside sales. Associate's or Bachelor's Degree with business emphasis preferred.
2. Strong outside sales/business development skills, able to use a variety of approaches to market the venue and drive new sales
3. Effective networking skills with a proven ability to identify potential clients and build business relationships
4. Able to monitor the pricing of competitor properties, understand the dynamics of the local market and demand generators and able to take appropriate sales actions.
5. Strong written and verbal communication skills with a wide range of client types including industry trade groups, amateur arts groups, major corporations, etc.
6. Proficiency with MS Word, Outlook, and Excel; knowledge of Access very helpful.