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## **Group Sales Manager**

**Department:** Marketing & Communications

**Location:** San Francisco

**Reports to:** Director of Marketing & Communications

**Status:** Full Time

**FLSA Code:** Exempt

### **Job Summary**

The Group Sales Manager actively prospects for, solicits, and sells group visits (tour and non-tour groups) and coordinates the daily operations of the Group Sales program at The Walt Disney Family Museum. He/she performs a range of duties including generating and nurturing leads, selling group visits, processing and servicing all requests for groups, handling all group customer inquiries, and producing status reports. The core focus of this position is the development of annual contracts and tour operator agreements that will realize established annual revenue, ticketing, and attendance goals for The Walt Disney Family Museum.

### **Duties and Responsibilities**

- o Identify and pursue strategic opportunities for capturing volume ticket sales from targeted constituencies.
- o Solicit and monitor leads for Group Sales based on sales and attendance goals set with M+C Director.
- o Meet or exceed goals for new and returning group sales contracts.
- o Assist M+C Director in the formulation and implementation of proactive Group Sales marketing campaigns.
- o Maintain database and track Group Sales leads, inquiries, lost business, sales revenue, and provide ongoing status reports to M+C Director.
- o Develop targeted group outreach events and programs; make personal appearances to sell group tours to the WDFM
- o Coordinate and process all phases of group contracts; book orders, secure deposits and payments for group ticket sales, group tours, and VIP tour reservations through Galaxy ticketing system.
- o Coordinate with Visitor Services staff to schedule and confirm Group Sales reservations.
- o Schedule and monitor private guides for all groups requesting a group tour.
- o Arrange VIP tours with approved staff and designated guides as requested by Museum management.
- o Working with M+C Director in concert with the Graphic Design Manager, provide direction for all Group Sales collateral production.
- o Follow up with group sales customers to determine satisfaction.
- o Establish and maintain relationships with the travel trade accounts, airlines and partners within assigned markets and maximize cooperative ticket sales opportunities. Strong focus on Tour Wholesalers and Tour Operators within the markets and emerging clients within the industry.
- o Achieve established contract quotas as assigned; revenue, per cap and attendance based.

- o Attend designated domestic and international travel industry tradeshows to promote the Museum and develop strong positioning of the Museum in tour packaging and sales channels.
- o Report on customer relationships, sales forecasts, and new prospects within the assigned market.
- o Serve as liaison with the San Francisco Travel Association's tourism sales team. As a member of SFTA, the Museum will participate in related sales activities, FAM events, programs, sales missions and tradeshows to achieve the sales targets.
- o Co-manage with M+C Director, various sales and marketing partnerships with city, state, and international partners including SFTA, San Francisco International Airport, Visit California, and partners in key international markets.
- o Manage assigned revenue and expense budgets for fiscal year within assigned department.
- o Perform other duties as requested.

#### **Knowledge, Skills, and Abilities**

- o Strong organizational and communication skills
- o Superb presentation skills
- o Ability to interface with wide range of constituent groups
- o Budget forecasting, development and management skills
- o Basic computer and database skills;
- o Strong math aptitude and ability to attend to detail in transactions. Familiarity with accounting helpful

#### **Education and Experience**

- o Bachelor's degree required. Business, communications, arts administration, museum studies or related preferred.
- o Three or more years of group sales experience with a non-profit arts organization
- o Two or more years experience in development and management of group sales campaigns
- o Experience with ticketing system databases, Galaxy preferred
- o Proven ability of identifying leads and closing sales
- o Minimum of three years in a customer service role

#### **Physical Demands & Work Environment**

- o Requires extended periods of time at computer work station. Visual acuity is needed for data entry, review of sales orders and budget spreadsheets. Includes ability to listen and speak on the phone. Ability to move or lift up to 25 pounds for presentation set ups. Includes walking and standing for up to 2 hours for gallery tours and events. Moderate noise in open office environment.

To apply: Please send your letter of interest and resume to:

[Careers@wdfmuseum.org](mailto:Careers@wdfmuseum.org)

Electronic applications preferred. Please include "GRPSM" and your last name in the subject line.

Or mail to:

Attn: GRPSM, HR, The Walt Disney Family Museum, 104 Montgomery Street in The Presidio, San Francisco, CA 94129.

No phone calls please. Open until filled

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