

Employer: Minnesota Swarm  
Position: Ticket Sales Executive  
Reports To: Manager of Sales  
Location: Minneapolis, MN  
Contact: Dan Rossetti, Ascension Sports Partners,  
LLC  
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## **BACKGROUND:**

The Minnesota Swarm, founded in 2005, have quickly proven they belong near the top in the National Lacrosse League (NLL). The Swarm are just coming off their third straight playoff appearance and are poised for another great season. Leading the charge for the Swarm will be offensive stalwarts Ryan Ward and last year's NLL Rookie of the Year, Craig Point. The team will once again be led by two-time NLL Defensive Player of the year, Ryan Cousins, and two-time General Manager of the Year, Marty O'Neill.

On July 1st, 2008, a new era started for the Minnesota Swarm. John Arlotta and son Andy entered the sports management business by purchasing the team from Minnesota Sports and Entertainment. He has a proven track record of leading companies such as: Coram, Inc., Neighborcare, and Caremark Rx. John has infused the franchise with a strong belief in the team and the sport of lacrosse in general.

**Ascension Sports Partners, LLC has been retained by the Minnesota Swarm to search, screen, and recruit a highly qualified ticket sales professional to become Manager of Sales.**

## **SUMMARY:**

The Ticket Sales Executive is responsible for selling season tickets, partial plans, and group tickets to companies and individuals via phone, prospecting, personal appointments, and at games.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

The following constitutes a preliminary list of the primary essential functions of this position. THIS DESCRIPTION IS NOT ALL INCLUSIVE AND OTHER DUTIES MAY BE ASSIGNED AS NEEDED.

- Responsible for generating maximum revenue through full menu marketing ticket programs.
- Sell full-seasons, partial plans, and group tickets.
- Create and develop new business by regularly pitching new prospects through in-arena tours, external appointments, and phone prospecting.
- Plan and coordinate group events.
- Manage all personal accounts and work with the service representative to provide the highest level of customer service throughout the season.
- Game night responsibilities include assisting with sales initiatives, and/or prospecting clients at the arena.
- Attend outside events with the purpose of selling ticket packages in conjunction with the marketing department.
- Maintain accurate records of all prospecting activities and closed sales.
- Miscellaneous duties as assigned.

**QUALIFICATIONS/EDUCATION REQUIRED:**

To perform this job successfully, an individual must have previous and successful experience in the above-mentioned duties. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Bachelor's degree preferred, but not required
- Prior experience in ticket sales, telemarketing, appointment scheduling or cold-calling techniques is preferred
- Strength in time management, administrative ability, organization, and customer service skills
- Ability to communicate effectively with the public in a professional manner
- High energy; ability to remain focused on sales goals and work independently
- Ability to work flexible hours, including evenings, weekends and holidays

Proficient with Ticketmaster and Archtics Computer Skills: Database Applications, Excel, Outlook and Word software

*The Minnesota Swarm and National Lacrosse League is an Equal Opportunity Employer. All persons shall have the opportunity to be considered for employment without regard to their race, color, religion, national origin or ancestry, age, citizenship, marital status, sexual orientation, or any other characteristics protected by applicable federal, state or local laws.*