



Position: Account Executive, Ticketing

Reports to: Manager, Ticket Operations & Sales

Location: Thorold, Ontario

Job Type: Permanent, Full time, Salary + commissions

Application Deadline: September 11, 2026

Expected Start Date: October 5, 2026

Overview:

The Account Executive, Ticketing, will be responsible for driving ticket sales for Niagara River Lions games. This individual will work closely with the Ticket Operations & Sales Manager to execute ticket sales and group strategies, engage with potential customers and ensure a high level of customer satisfaction. This role requires a proactive approach to selling and a commitment to achieving sales targets.

Key Responsibilities:

1. Ticketing:

- Sell a variety of ticket products, including season tickets, voucher packs, single-game tickets, group sales, and corporate packages to meet or exceed sales goals.
- Execute daily sales activities (calls, emails, meetings, texts) and meet individual weekly activity targets.
- Create and implement strategic plans to drive ticket sales for home games, special events, and playoff games.
- Build and maintain a strong pipeline of new business through cold calling, networking, and prospecting.
- Manage and grow existing ticket accounts by delivering exceptional customer service, ensuring high levels of satisfaction and retention.
- Utilize independent discretion in making use of team database, referrals and other sources to conduct aggressive outreach to increase ticket sales and prospects database.
- Coordinate with the marketing team to promote ticket packages and drive attendance at games and events.
- Attend all home games during the season to support the ticket operations & sales execution process.

2. Relationship Management:

- Provide exceptional customer service to ticket buyers ensuring a positive experience from initial contact through game day
- Develop and maintain strong, long-term relationships with clients, partners, and stakeholders.





- Work with team and venue staff to ensure that all ticketing elements are delivered effectively and professionally.
- Attend community events, networking opportunities, and games to engage with fans, foster relationships and promote ticket sales.

3. Reporting and Data Management:

- Track sales progress, leads, and outcomes using CRM system (Monday.com) for data entry and tracking of leads, contacts, and sales pipelines.
- Provide regular updates on sales activity, goals, and performance metrics.
- Provide feedback and recommendations to the Ticket Operations & Sales Manager based on customer interactions and sales data.

4. Cross- Functional Collaboration

- Support the Ticket Operations & Sales Manager in collaboration efforts with marketing, finance, and operations teams to ensure alignment of sales efforts with broader team initiatives.
- Work with venue operations team to ensure smooth execution of ticketing and group sales activations on game days.

5. Other:

- Undertake other duties as reasonably assigned to help further the organization's goals and objectives

Qualifications/Requirements:

- Bachelor's degree in Business, Marketing, Sports Management, or a related field is preferred but not required.
- Experience in a sales and customer service role is considered an asset.
- Excellent interpersonal skills and verbal/written communication skills.
- Ability to think of solutions and respond to objections on the spot.
- Passion for sports and a commitment to creating an exceptional fan experience.

How to Apply:

Applicants can forward their resume to jobs@riverlions.ca with the subject line, "Account Executive - Ticketing".

We thank all applicants, however only those who are selected for an interview will be contacted.

The NBG is an equal opportunity employer and welcomes all qualified applicants. We are committed to fostering an inclusive, equitable, and accessible workplace where every team member feels valued, respected, and supported, and the opportunity to reach their full potential.

