



Position: Account Executive, Ticketing

Reports to: Ticket Operations & Sales Manager

Location: Thorold, Ontario

Job Type: Permanent, Full time, Salary + commissions

Overview:

The Account Executive, Ticketing, will play a critical role in the development and execution of the team's ticketing strategies. You will be responsible for generating new business, maintaining existing relationships, and maximizing revenue through ticket sales, and other promotional opportunities.

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
- 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.
- Utilize independent discretion in making use of team database, referrals and other sources to conduct aggressive outreach to increase ticket sales and prospects database.
- Demonstrate initiative to proactively solicit and generate new business through daily phone calls, email leads and direct sales.
- Manage and grow existing ticket accounts by delivering exceptional customer service, ensuring high levels of satisfaction and retention.
- Coordinate with the marketing team to promote ticket packages and drive attendance at games and events.
- Assist with donation request program to ensure timely fulfillment of approved requests
- Assist with the complementary ticket program ensuring all distribution stays within the allocated amount to avoid exceeding limits and incurring additional fees.

2. Relationship Management:

- Develop and maintain strong, long-term relationships with clients, partners, and stakeholders.
- Work with the client services team 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.
- Collaborate with the ticketing and sponsorship teams to create strategies to meet and exceed sales targets.

4. Other:

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

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