



## STATE FAIR OF TEXAS Job Description

**Job Title:** Manager-Ticketing  
**Department:** Finance  
**Reports to:** Director - Ticketing  
**Prepared:** February 2020

*This document is intended to present a descriptive list of the range of duties performed by employee. Specifications are not intended to reflect all duties performed within the job. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time without notice.*

### **About the State Fair of Texas**

Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. The State Fair of Texas is a 501(c)(3) nonprofit organization with proceeds helping to preserve and improve our home, Fair Park; underwrite museums, community initiatives, and scholarship programs to support students throughout the Lone Star State pursuing higher education; and help improve State Fair operations.

### **SUMMARY**

The State Fair of Texas seeks an experienced Ticketing and Sales Manager to support year-round ticketing operations including providing excellent customer service to internal and external stakeholders, use and setup ticketing systems, advance ticketing fulfillment and tracking, outbound sales, and on-site sales activities.

### **DUTIES and RESPONSIBILITIES**

*Essential and other important responsibilities and duties may include, but are not limited to, the following:*

#### **Essential Functions**

- Provide Box Office support and coordination for all State Fair of Texas sponsored events including, but not limited to, Fourth on the Midway, Big Tex Choice Awards, Barn Dance Social, Big Tex Rodeo, Youth Livestock Auction, and all 24 days of the annual State Fair of Texas.
- Provide excellent customer service to internal and external stakeholders through face-to-face, online, phone, and written communications.
- Inbound and outbound group sales including growth strategies, messaging, and optimization.
- Grow and track group sales renewals and acquisition segments.
- Provide event planning services and management of rental contracts.
- Manage student outreach, corporate employee ticket, and ticket voucher programs.
- Supervise advance ticket fulfillment and shipping operations.
- Assist with monitoring of ticket sales and maintenance of ticketing reporting system.
- Be a super-user and leader in using official ticketing software and fulfillment programs.

#### **Marginal Functions:**

- Support the mission and represent the standards and qualities of the State Fair of Texas.
- Perform related duties and responsibilities as required and other duties as assigned.
- Comply with all internal, state and federal regulations.
- Complete all training as directed by management.

## **QUALIFICATIONS**

### **Knowledge of:**

- Minimum 4 years' experience in Box Office procedures and operations.
- Microsoft Office including Word, Excel, Outlook, PowerPoint, and Sharepoint.
- Knowledge of Ticketing system software, specifically accesso shoWare preferred.
- Sales, customer service and corporate event hospitality.

### **Ability to:**

- Communicate clearly and effectively (written and verbal) including public speaking.
- Craft and execute sales strategies for growth and development.
- Set-up and maintain Ticketing software and Fulfillment Tracking software.
- Operate personal computer and routine office equipment.
- Prepare documents using word processing, business spreadsheet and database software.
- Establish and maintain effective working relationships with persons inside and outside the organization.

## **EXPERIENCE and TRAINING GUIDELINES**

*Any combination of experience that would likely provide the required knowledge is qualifying. A typical way to obtain the knowledge and abilities would be:*

- Equivalent to a Bachelor's degree in a related field from an accredited college or university, preferably with some exposure to marketing or communications and preferably experience working in sales, marketing or public relations environment with some management responsibilities.

## **SUPERVISION RECEIVED and EXERCISED**

- Receives direct supervision from Director – Ticketing.
- Team player who works independently with minimal supervision.
- May exercise indirect and general supervision over part-time employees

## **WORKING CONDITIONS**

### **Environmental Conditions:**

- Office environment; exposure to computer screens.
- Working outdoors in various weather conditions and on uneven and/or slippery surfaces, as necessary, especially during Fair time and special events.

### **Physical Conditions:**

- Essential and other important responsibilities and duties require maintaining physical condition necessary for
  - Remaining in a stationary position for prolonged periods of time.
  - Moving short and long distances to access office supplies, meet guests, perform duties within Fairgrounds, etc.
  - Verbally communicate with both internal and external contacts.
  - Occasionally lift objects no more than 40 pounds unassisted.