



**Job Title:** Manager of FC Cincinnati Sales Academy

**Department:** Ticketing

**Reports to:** Sr. Director of Ticket Sales and Service

### **About FC Cincinnati and TQL Stadium**

FC Cincinnati is a Major League Soccer team playing at TQL Stadium in Cincinnati, Ohio. The club's wide and diverse ownership group is led by controlling owner Carl H. Lindner III; as well as managing owners Meg Whitman and Dr. Griff Harsh; Scott Farmer; and George Joseph. Originally founded in 2015 by Lindner III and current president Jeff Berding, FCC began play in the United Soccer League (USL) in 2016. The club won the 2018 USL Regular-Season Championship in record-setting fashion and earned postseason berths in all three of its USL seasons. In 2017, FC Cincinnati also advanced to the semifinals of the Lamar Hunt U.S. Open Cup, a run that included victories over two MLS squads. FC Cincinnati opened the club's privately funded, 26,000-seat soccer-specific TQL Stadium in the West End neighborhood of Cincinnati in 2021. FCC entered MLS as the 24th team in 2019.

TQL Stadium, home of FC Cincinnati, is one of the most ambitious soccer-specific stadiums in not only North America, but the world. Critically acclaimed firm Populous designed an innovative and forward-thinking stadium that is one of the largest soccer-specific facilities in Major League Soccer. The closest seats are within 15 feet of the pitch at the \$250 million, privately funded stadium. The design includes 53 traditional suites and 4,500 premium seats throughout four premium club spaces. FC Cincinnati's supporters' section, The Bailey, has grown to be more than 3,100 strong and loom over opponents at a 34-degree angle at the stadium's north end. A 360-degree canopy roof covers every seat in TQL Stadium, but still allows sufficient sun in to grow a natural grass field. The stadium has five team locker rooms, including a comprehensive team suite for FC Cincinnati that features a dressing room, coach's office, lounge, equipment storage and the Mercy Health Center of Excellence for the team's medical and game day fitness needs. TQL Stadium meets all current requirements to host CONCACAF and FIFA events, and within the first year of the stadium's completion has featured both the U.S. Men's and Women's National Teams, including the USMNT's FIFA World Cup Qualification match vs. Mexico.

### **Job Summary**

The Manager of FC Cincinnati Sales Academy will lay the foundation for all future FC Cincinnati Sales Academy classes to come. The primary focus will be on developing a team of entry-level sales associates and maintaining a focus on revenue generation. This position will receive supervision from the Sr. Director of Ticket Sales and Service and other leaders with the opportunity to recruit, train, and develop entry level team members.

### **Essential Duties & Responsibilities**

- Develop and create content to elevate the FC Cincinnati Academy Sales Team into a world class inside sales program
- Preboard and Onboard incoming Sales Academy classes
- Pushes team members outside of their comfort zones to reach their highest potential
- Leads by example from an attitude and effort perspective

- Conducts regularly scheduled trainings for the Sales Academy – specifically around B2B, Groups, and Consumer sales
- Monitors team members daily, weekly, and monthly activities and revenue
- Collaborates with the ticket sales leadership team achieve excellence
- Enhance the presentation and in-arena appointment presentations skills of sales team by providing ongoing coaching and supervision
- Conducts weekly one on ones to develop team members personally and professionally
- Works closely with the Business Intelligence team to analyze team member pipelines and performance
- Assists in the developing of sales and marketing strategies for ticket packages, sales contests/campaigns
- Assists in leading training for entire FC Cincinnati ticket sales department
- Represents FC Cincinnati across the country to recruit the future superstars of our business
- Develops and creates FC Cincinnati Sales Academy website and Instagram in partnership with Brand Marketing and Communications
- Invest in the professional and personal wellbeing of their team members
- Work all home FC Cincinnati Games and other events as required

#### **Qualifications**

- Bachelor's Degree with an emphasis on business, management, sports, sales, or related field
- Proven track record of selling B2B and/or Groups
- Proven track record of mentoring entry level sales representatives
- 3+ years of relevant experience in sales; experience working in the sports and entertainment industry preferred
- Must be fully vaccinated for COVID-19 and provide verification of vaccination prior to start date

*FC Cincinnati is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.*