



Florida Grand Opera

## Manager of Sales

Company: Florida Grand Opera  
Job Title: Manager of Sales  
Reports to: Chief Marketing Officer  
Classification: non-exempt  
Salary: \$35,000 base, 10% commissions on self-generated/new to file sales with no cap

### Summary:

The Manager of Sales works with the Chief Marketing Officer, Director of Audience Services, and Marketing and PR Manager to develop and implement all sales activities for Florida Grand Opera across all channels, ensuring exceptional service and best value proposition.

Responsibilities include, but are not limited to:

### DUTIES AND RESPONSIBILITIES

- Aggressively create from the ground up a group sales initiative with Chief Marketing Officer
- Pursue revenue goals with a combination of targeted promotions through relationship building, corporate relations, and group sales
- Responsible and accountable (with Chief Marketing Officer) for setting Florida Grand Opera's annual ticketed revenue goals for in-person performances and projects.
- Monitor key performance indicators and report accurate KPIs regularly to Chief Marketing Officer and General Director.
- Form and enact strategies related to customer acquisition, retention, migration, and revenue maximization.
- With the Chief Marketing Officer create a comprehensive marketing plan that supports the opera's programmatic and institutional initiatives.



Florida Grand Opera

- Help manage the marketing budget and costs associated with marketing programs while reporting updates to Chief Marketing Officer and Director of Audience Services
- Attend corporate and city wide events in the cultivation of leads

## COMPETENCIES

- Sales experience with demonstrated results
- 2+ years in marketing, communications, and PR, with progressively increasing experience and demonstrated achievement of event-based revenue goal achievement, specifically in lead generation, cultivation, and the closure of sales opportunities.
- Excellent written and oral communication, and problem-solving skills
- Ability to meet deadlines and manage multiple projects simultaneously and efficiently
- Strong analytical and budget skills
- Demonstrated organizational skills and attention to detail
- Collaborative team player
- Understanding of sales procurement at baseline level

## MINIMUM REQUIREMENTS

Bachelor's degree preferred

Experience using Tessitura or other CRM databases (Tessitura preferred)

Compensation is tied to all sales generated through this position, with base salary and performance-based bonuses including 10% on all NEW TO FILE revenue generated with no cap on commissions.



Florida Grand Opera

**How to apply:**

Please send resume, cover letter, and three professional references to [nsvorinich@fgo.org](mailto:nsvorinich@fgo.org).

**Application deadline:**

Application review begins immediately; applications will be accepted until position is filled.

Florida Grand Opera cultivates a work environment that encourages fairness and respect among all employees. We are committed to maintaining a work atmosphere in which people of diverse backgrounds may grow personally and professionally. We are an equal opportunity employer. We will not discriminate against an employee or applicant because of race, religion, gender, national origin, ethnicity, age, physical disabilities, sexual orientation, gender identity or expression, marital status, or veteran status in hiring. Opportunity is provided to all employees based on qualifications and job requirements.