

Position: Client Services Coordinator

Department: Business Development

Reports To: Director of Business Development

FLSA Status: Salaried/ Exempt

Summary

Under general supervision of the Director of Business Development, manage relationships and activation for premium seating, corporate groups, and sponsorships, including suite holders, premium club members and corporate clients. Responsible for maintaining a superior level of customer service and an effective relationship with all clients.

Responsibilities & Duties

Include the following. Other duties may be assigned.

- Develop and maintain positive personal relationships with clients through outbound calls, personalized letters, emails, and face-to-face interaction to retain and enhance sales.
- Communicate with clients regularly to assess any current or future needs including potential up-sell opportunities.
- Assist the Marketing department with developing marketing materials for premium and sponsorship sales.
- Assist with the creation and implementation of innovative campaigns and assets that will provide incremental revenue opportunities for clients.
- Develop and execute premium marketing efforts and sales strategies.
- Support sponsorship sales and marketing communications to ensure clients' marketing objectives are being met.
- Comprehensively manage and be responsible for all requests and service needs of clients including, but not limited to, service issues, ticket requests, add-on requests, mailing tickets, reprinting tickets, and client portal.
- Manage all inbound premium sales inquiries.
- Create and execute show announcements to premium clients.
- Complete necessary forms and process payments for clients.
- Execute all amenities, benefits, and special events for clients.
- Assist with the creation and implementation of benefits, assets, and service initiatives for clients.
- Educate new users on how to utilize the online ticketing client portal and any other new software tools.
- Create, assemble, and distribute suite collateral and welcome packets.
- Research industry trends for client services, partnership fulfillment, and sales to provide relevant insights.
- Enhance knowledge of new products, procedures, services, tools, and sales techniques by participating in and attending industry related workshops and/or seminars.
- Research and provide quality leads for new business opportunities.
- Responsible for premium seating renewal process of assigned clients, including potential upsells.
- Assist in coordinating and hosting special events for clients and prospects.
- Meet and exceed assigned service levels and standards.

- Work closely with ticket office, marketing, community relations, guest services, PR, and business development to execute integrated efforts.
- Create and maintain a system for post-event service issues, scan reports and follow-up requests.
- Work extended and/or irregular hours including nights, weekends and holidays as needed and be present at all major events.

Skills and Abilities

Position requires the ability to:

- Demonstrate knowledge of principles, practices and terminology of marketing, sales procedures, customer service and business networking.
- Work independently, exercising judgement and initiative while maintaining a high level of attention to detail.
- Knowledge of Client Relationship Management (CRM) tool for inputting and reporting.
- Complete assigned tasks in a timely manner with little supervision.
- Capable of preserving confidential and sensitive information.
- Operate personal computer using Windows and Microsoft Office software.
- Operate portable radio and standard office equipment.
- Follow oral and written instructions and communicate effectively with others in both oral and written form.
- Organize and prioritize work to meet deadlines.
- Work effectively under pressure and/or stringent schedule and produce accurate results.
- Maintain an effective working relationship with clients, guests, employees, and others encountered in the course of employment.
- Remain flexible and adjust to situations as they occur.
- Possess a valid driver's license and be able to legally operate a motor vehicle in the state of Georgia.
- Minimal land and/or air travel may be required.

Education and Experience:

Bachelor's degree from an accredited college or university in marketing, event management, public assembly, business administration, or related field and two years related experience and/or training; or an equivalent combination of education and experience.