



<p style="text-align: center;">Premium Seats Sales and Sponsorship Coordinator Position Description</p>
--

I. TITLE: Premium Seats Sales and Sponsorship Coordinator
FLSA: Exempt

II. ORGANIZATION AND POSITION SUMMARY:

Waterloo Greenway is a 1.5-mile urban park system supported by a public-private partnership between the City of Austin and Waterloo Greenway Conservancy (WGC). Once complete, the 35 acres of connected green space will be home to a wild array of natural and cultural destinations. The park system is being planned, designed, and built in three phases of geographic milestones. Meeting each phase by our completion goals is ambitious and requires support from the entire community. Phase 1 opens in August of 2021 and includes Waterloo Park and the Moody Amphitheater. Amid epic gardens and rolling pathways, and a twinkling Waller Creek that links them, the environment, arts, health, and adventure will converge and nourish authentic and uplifting experiences that reflect our city's diversity.

WGC is seeking a passionate and motivated individual to take on the Premium Seats Sales and Sponsorship Coordinator (PSS Coordinator) role. Driven, with an entrepreneurial spirit and leadership qualities. Resourceful, innovative, forward-thinking and committed. At Waterloo Greenway, our people embrace these qualities, so if this sounds like you then please read on!

To maximize sales and support, this PSS Coordinator position will support the Sponsorship and Premium Seat Sales Director (Director), overseeing the fulfillment of all accounts by ensuring the delivery and tracking of contractual elements and providing excellent customer service. Coordinator will also be responsible for managing all sponsorship inventories and finances and helping to develop new sponsorship programs.

III. ESSENTIAL FUNCTIONS:

- Serves as a liaison between venue departments (marketing, sales, operations, ticketing, legal, account management team, etc.) to ensure sponsorship and PSS fulfillment
- Facilitates park and amphitheater sponsorship and PSS programs



waterloo greenway

- Oversees coordination and execution of on-site sponsorship operational elements including, but not limited to, product sampling, signage, display areas, video loop inclusion, VIP hospitality, promotions, activations, etc.
- Works closely with venue management and is accountable to General Manager when on venue premises
- Manages sponsorship ticketing needs and tends to PSS clients
- Serves as on-site sponsor contact during all Waterloo Greenway and C3/Live Nation-produced shows
- Participates in sponsor/donor calls and outreach (e-mail communications, mailings, ect.)
- Completes all event and performance recaps
- Manages account finances, including submitting invoices, tracking payments and expenses, updating expenses in CRM system
- Additional responsibilities will include assisting the Director by prospecting and cold calling, conducting research, developing presentations, sales collateral etc.
- Prepare, issue, and verify return of all Premium Seat contracts as advised by Director
- Oversee and maintain accounts receivable for sponsors and PSS clients
- Assist in maintenance of client relationships
- Act as a liaison with internal departments (i.e. Box Office, Finance, local marketers) along with Director
- Manage client requests for additional ticket purchases and hospitality asks
- Assist with the processing of PSS sales reports
- Maintain client email database and facilitate regular email updates on various items
- Coordination of on-site premium seat program responsibilities and client services for concerts and events
- Interface with VIP Club/Lounges catering staff to insure a smooth running Club/Lounge on event and concert days
- Conducts cold calls, prospecting for new clients
- Other tasks as assigned by the Director

IV. QUALIFICATIONS - EDUCATION AND EXPERIENCE:

- Strong written and verbal communication skills
- High energy, able to work a non-traditional schedule that includes nights, weekends and holidays
- Excellent customer service skills
- Creativity, flexibility and initiative
- Highly organized, strong attention to detail





- Commitment to excellence
- Minimum 1-2 years of relative business experience
- Computer proficiency in Word, Excel, Power Point, Outlook required

V. COMPENSATION:

Compensation for this role is dependent on experience. Medical, vision, dental and life insurance benefits. Generous PTO, vacation, and sick-leave policy. IRA with organizational match.

VI. TO APPLY:

Qualified applicants are invited to submit a resume, cover letter, and contact information for at least three professional reference via email to jobs@waterloogreenway.org.

Applicants for employment in the U.S. must possess work authorization which does not require sponsorship by the employer for a visa.

EQUAL EMPLOYMENT OPPORTUNITY

Waterloo Greenway strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

HIRING PRACTICES

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

