



Sales and Event Manager Position Description

I. TITLE: Sales and Event Manager
FLSA: Full Time, Exempt, Full Time, 40 hours/week

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. Phase 1 opened in August of 2021 and includes Waterloo Park and the Moody Amphitheater. Phase 2 construction broke ground in 2023 and Phase 3 is in the planning and design process.

Live Nation Entertainment is the world's leading live entertainment company, comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship. Ticketmaster is the global leader in event ticketing with over 500 million tickets sold annually and more than 12,000 clients worldwide. Live Nation Concerts is the largest provider of live entertainment in the world promoting more than 30,000 shows and 95+ festivals annually for nearly 4,000 artists in over 40 countries. These businesses allow Live Nation Media & Sponsorship to create strategic music marketing programs that connect over 900 brands with the 86 million fans that attend Live Nation Entertainment events each year.

The Sales and Event Manager is responsible for leading new business development and renewing existing customers. Product responsibilities include premium seating for the Moody Amphitheater concert series and facility rental for Waterloo Greenway managed venues including Waterloo Park, Moody Amphitheater, and Symphony Square. The Sales and Event Manager is critical to overseeing the sales, planning, and execution of the premium seating program, facility rental, and external event activities. The Sales and Event Manager acts as a liaison and consistently a primary point of contact for all premium seating customers and external events. The Sales and Event Manager will develop and maintain client and vendor relationships to ensure excellent customer service, proper planning, and execution of the premium seating program and facility special events.





The Sales and Event Manager will be an employee of the Waterloo Greenway Conservancy, reporting to the Moody Amphitheater General Manager. The Sales and Event Manager will collaborate closely with Live Nation and Waterloo Greenway's Ticketing, Programming & Events, and Venue and Park Operations departments and its contractors who operate within the park-ground and facilities.

III. ESSENTIAL FUNCTIONS:

- Oversee the rental and premium seating program.
- Create packages to sell premium seating and third-party rentals.
- Prospect for new customers and generate sales opportunities for new events.
- Oversee all aspects of the sales and marketing campaigns including sales plans, collateral creation, email campaigns, outbound calls, and inventory management.
- Meet or exceed revenue goals.
- Develop and maintain strong relationships with important decision makers and existing customers.
- Manage all aspects of premium seating sales and rental booking process from inquiries and renewals through contract.
- Set up the sale of premium seats on Better Unite software and track payments.
- Manage client requests for additional ticket purchases and hospitality requests.
- Create plan to ensure premium seating clients have an onsite contact on concert days.
- Participate in the planning and execution of event operations for third-party rentals, including internal and external events of various scales such as community programs and special events.
- Communicate with clients and internal department planners, coordinate with internal and external contracted vendors including catering, production, entertainment, security, parking, and City of Austin.
- Collaborate with Live Nation and Moody Amphitheater General Manager on the third-party rental booking process.
- Provide feedback and periodic reports to stakeholders.
- Appraise the rental pricing structure including service charges and fees to maximize sales and revenue. Coordinate with the City of Austin on rental pricing and policies as needed.
- Schedule and conduct client site visits and event production meetings.
- Participate in the annual budget process and adhere to approved budget.
- Implement and execute all Waterloo Greenway policies and procedures and ensure that company standards are maintained.





- Ensure clear communication with clients regarding compliance with all health and safety requirements for events.
- Must be able to work within a strong team environment, following directions and completing assigned tasks.
- Supervise Rental & Event Coordinator
- Assist with sponsorship execution as needed
- Other duties as assigned

IV. PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- This position has a flexible schedule that will change based upon the concert and external event calendar; required weekends, evenings, and holidays.
- Willingness and ability to perform physical labor by lifting objects weighing at least 50 pounds consistently, squatting, bending, etc. are required. Frequently required to stand; walk, use hands to finger, handle, or feel; reach with hands and arms; and stoop, kneel or crouch.
- Must be able to endure seasonal temperatures as working conditions requires outdoor work.
- The noise level in the work environment is usually moderate but can be loud during events
- Ability to interact with the public, vendors, and clients in a polite, friendly and informative manner.
- Be proficient in computer use, written and verbal communication and be able to communicate with immediate supervisor and other staff effectively in line with WGC policies and procedures.

V. QUALIFICATIONS - EDUCATION AND EXPERIENCE:

- Minimum qualifications
 - Bachelor's degree from accredited four-year college or university or equivalent combination of education, training, and experience
 - Up to 5+ years of experience in sales, event planning, venue management and/or contract management
 - Experience in a supervisory role
- Preferred qualifications
 - Experience in a non-profit organization and with public-private partnerships
 - Experience in DEI initiatives
 - Bilingual (Spanish / English)





- Candidates with knowledge or experience in event operations and facility maintenance are preferred.
- Detail-oriented, exceptional attention to detail, and ability to juggle multiple tasks
- Appreciation for aesthetics and design.
- Appreciation for, and pursuit of the high level of excellence required for all aspects of successfully operating Waterloo Greenway's properties.
- Experience operating heavy machinery.

VI. COMPENSATION:

Competitive compensation between \$65,000 - \$75,000. Generous PTO, vacation, and sick-leave policy. IRA with organizational match.

VII. TO APPLY:

Qualified applicants are invited to submit a resume, cover letter, and contact information for at least three professional references 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 and Live Nation Entertainment strongly support 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.

