



Job Title: Director of Ticketing and Sales

Team: Sioux Falls Canaries

Location: Sioux Falls, South Dakota

Reports To: Team President

Department: Ticketing & Business Operations

FLSA Status: Exempt

Employment Type: Full-Time

Position Summary:

The Director of Ticketing and Sales for the Sioux Falls Canaries, an Independent League baseball team, is responsible for leading all ticket revenue generation and box office operations. This hands-on role oversees ticket sales strategies, customer service, and game-day ticketing logistics. The ideal candidate is a driven, entrepreneurial leader with a passion for baseball, a strong sales and growth mindset, and the ability to thrive in a fast-paced, resourceful environment. **Review of applications will begin on August 8, 2025, and the position will remain open until filled.**

Key Responsibilities:

Sales Strategy & Execution

- Develop and implement sales strategies to maximize revenue from season tickets, flex books, group sales, and single-game tickets.
- Create and sell custom group and hospitality packages tailored to schools, nonprofits, companies, and local organizations.
- Develop annual ticket pricing structures, seating maps, and promotional offers aligned with team goals.

Team Leadership

- Recruit, hire, train, and manage seasonal and full-time ticket sales staff.
- Provide coaching and leadership to ensure individual and team sales targets are met or exceeded.
- Foster a high-energy, performance-driven sales culture focused on both revenue and customer satisfaction.
- Additional duties as assigned by Ownership, Team President, and/or General Manager.

Box Office & Ticketing Operations

- Manage all aspects of ticket operations, including ticketing software (Igniter), customer accounts, and inventory control.
- Oversee the box office on game days, ensuring a smooth, efficient fan experience at all entry points.
- Reconcile ticket sales, deposits, and reporting in collaboration with the Canaries accounting team and Team President.

Fan Engagement & Retention

- Build relationships with season ticket holders and group leaders to encourage renewals and upsells.
- Coordinate with marketing to promote ticket sales through social media, email, digital advertising, and community promotions.
- Develop fan-friendly initiatives and loyalty programs to enhance the overall game-day experience.

Community Outreach & Partnerships

- Work with local businesses, chambers, schools, and nonprofits to create bulk ticket partnerships and outreach programs.
 - Represent the team at networking events, school functions, and public gatherings to increase brand awareness and ticket opportunities.
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Qualifications:

- Bachelor's degree in Business, Marketing, Sports Management, or a related field (or equivalent professional experience).
 - 3–5+ years of ticket sales experience, ideally in minor league or independent league baseball.
 - Demonstrated success in outbound ticket sales, group packages, and community-driven promotions.
 - Strong leadership, communication, and organizational skills.
 - Proficient with CRM and ticketing systems.
 - Proficient with Microsoft Excel.
 - Ability to work flexible hours, including nights, weekends, and holidays during the baseball season.
 - Energetic, self-motivated, and committed to creating a memorable fan experience.
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Preferred Qualifications:

- Prior experience in independent league baseball, summer collegiate leagues, or startup sports franchises.
 - Familiarity with ticketing systems
 - Experience developing creative promotions tied to theme nights and local partnerships.
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Compensation: Salary + commission/bonus structure based on ticket sales performance

Benefits: Health insurance, PTO, team merchandise discounts, professional development opportunities

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.
