

## **Ticket Experience Coordinator**

### **Part Time Position**

#### **Who are the Savannah Bananas?**

The Savannah Bananas have become a national brand with appearances on ESPN, MSNBC and CNN. The team is growing exponentially after selling out their entire season and selling merchandise all over the world. We are in the entertainment business and believe we can change the world by providing the most unique form of sports and entertainment 365 days a year.

#### **The Need for Differentiation**

Here at the Bananas, we pride ourselves on being different. We absolutely will not do something if we cannot figure out a way to do it cooler and different from other teams. Believe it or not, one of the largest spaces for us to stretch these creative wings is in ticket operations. For example, our company has had Banana shaped tickets for the past two seasons, and our sister team had the world's largest tickets a few years ago. They were as big as movie posters! While that may have been ill-advised (I mean where do you even put a ticket that big?) the point is, we strive to create attention, laughter, and a cool factor with everything we do, even our tickets.

#### **Ticket Experience Coordinator Vision**

The role of Ticket Operations goes much further than just the physical tickets. It is extremely important for us to focus on every single step of the ticketing process- purchasing, delivery/pick-up, first glance, simplicity, execution, and more.

We need to take each touch point on as a project that deserves deep thought and input from multiple sources. For example, if we only look at how other teams or event venues design and deliver tickets, we cannot be better than them. Instead, let's examine other industries and find out what they are doing for delivery and presentation of their goods. Apple, for example, takes pride in the simplicity of their white box with only a solitary logo. It's clean and on-brand for them. Let's find out what the best way for our fans to receive something from us is.

Another major touch point is gameday ticket operations. What does the best possible experience for our fans on gameday look like? Where do they walk? What do they see? Who do they talk to? How do we do our jobs in a way that makes their experience simple, fun, and exciting.

This position will also require you to work closely with the entire sales staff to make sure that all accounts are taken care of. If we are going to over-deliver on our already stellar reputation with our members, we as a staff need to work very cohesively to deliver on all our touch points.

#### **Ticket Experience Coordinator Responsibilities**

The Ticket Experience position will allow you to impact every single person that comes to a Bananas game. For this reason, we are looking for an awesome candidate to take on some very important responsibilities. While we all coordinate and help each other out, the main focuses of this position are as followed:

Gameday ticket operations: You will handle printing, set-up, preparation, and execution of ticket purchase, pick-up, and entry. You will lead a group of 6-8 gameday staff members who will be taking tickets, working our ticket windows, and handling ticket related questions and purchases. You will also work closely with the Director of Tickets, Director of Groups, Vice President, and Team President to assist with their group tickets and gather attendance numbers quickly and efficiently.

Ticket Printing: This position will require a willingness to learn the ins and outs of our ticket software and printing process. You will have the opportunity to create a process for printing and organization that benefits everyone and is the best use of time for everyone involved.

Ticket questions: You will be the front lines for incoming calls and emails about ticket related questions. This will require interaction with our fans and some sales conversion strategies. We will practice, include you, and hand over questions to you until you are comfortable with any question you may get. There will also be an aspect of improvisation and judgement involved as well. If you always revert to our Fans First mentality and apply it to every situation, we can solve any issue that might arise. Eventually, you will become a go-to person for ticket related questions from our fans and staff.

This is a part time position. However, the Ticket Experience Coordinator will be working at all games and in the office as needed.

### **The Fans First Way**

Our company's name is Fans First Entertainment and our mission is simple, Fans First, Entertain Always. Our employees are our biggest fans and we have built an amazing culture where we have fun and take care of each other. As we grow quickly, we take time to find the perfect people that fit our culture and know how to work hard and play hard. We will always go out of our way to care for each other and for our fans.

### **Application Process**

Send video cover letter, future resume, short essay on Fans First Way, and follow up with a phone call to 912-712-2482. Please send to both [Berry@TheSavannahBananas.com](mailto:Berry@TheSavannahBananas.com) and [KeKe@TheSavannahBananas.com](mailto:KeKe@TheSavannahBananas.com)

**A. Video cover letter** = short video introducing yourself, stating why you want to work with us and why you would be a good fit in a certain position that you are applying for. This video is a cover letter but instead of written, it's a video. Don't worry as much about the quality of this video, it is more for us to get to see the real you, which position you would excel in the most, and how much you want the position. The more we can learn about you during this, the better. Show your personality! This is often sent best on a YouTube channel or another common video site.

**B. Future Resume** = We are hoping you've had a great past with a lot of awesome experiences, but honestly, what we want to focus on is your future. As you would set up a normal resume, please send us your future resume - this is you in 5, 10, or 15 years. What are your best accomplishments, let's assume you worked with us - how long were you with our organization and what have you moved on to? What charities are you involved in? Have you gone back to school? What is your perfect future? Put it on a future resume - let's see if we can make it happen for you.

**C. Short Essay on Fans First Way** = This philosophy is something that is very important to us. These are things that we focus on every day! The Fans First Way is: Always Be Caring, Different, Enthusiastic, Fun, Growing, and Hungry. Can you please write up a few sentences or thoughts about how you have each of the six qualities, examples of how you've shown it, examples on how you're weak in an area but are aware and wanting to get better, etc. Honesty is the best policy here!