



GROUP SALES SPECIALIST

Colorado Symphony Association | Job Description

Title: Group Sales Specialist
Department: Marketing & Sales / Sales & Patron Services
Reports to: Director of Sales and Patron Services
Classification: Full-Time, non-exempt
Salary Range: \$24.00-\$26.00 hourly, plus performance bonus

Position Profile

The Group Sales Specialist is a newly created position at the Colorado Symphony, designed to expand and ultimately lead the organization's group ticketing program. This role serves a dual function: as the primary driver of group ticket sales (10 or more tickets) for Colorado Symphony performances, and as a skilled member of the Patron Services team supporting day-to-day box office and patron-facing operations.

In the near term, the Group Sales Specialist will train alongside the Symphony's current independent contractor, who manages the existing group sales portfolio, gaining a comprehensive understanding of group accounts, client relationships, outreach strategies, and ticketing systems. Over time, this position will assume full ownership of the group sales function — both inbound and outbound — with a clear mandate to grow group sales revenue for the Colorado Symphony.

The ideal candidate is a relationship-oriented sales professional who is equally comfortable closing a group booking, staffing the box office, and representing the Symphony at a hotel concierge desk.

Essential Duties and Responsibilities

Group Ticket Sales

- Handle all inbound group sales inquiries — by phone, email, and in person — promptly and professionally, converting inquiries into confirmed bookings.
- In coordination with group sales contractor, conduct targeted outbound outreach to prospective group buyers, including schools, community organizations, corporate clients, senior communities, faith groups, and other organizations with group ticket potential.
- Build and manage relationships with Denver hotel concierge teams and key partner organizations to ensure the Symphony is actively recommended to guests and visitors.
- Process group reservations accurately in Tessitura, including invoicing, deposits, final payments, and order management.
- Train alongside the Symphony's current group sales contractor during an initial transition period, developing a working knowledge of the existing client base, active accounts, and group sales processes.
- Assume progressive ownership of group sales functions as the transition proceeds, ultimately managing the full group sales program independently.
- Track and report on group sales metrics — pipeline, revenue against goal, new accounts, and client retention — to the Director of Sales and Patron Services.
- Maintain an accurate and up-to-date database of group clients and prospects in the Symphony's CRM.
- Represent the Colorado Symphony at community events, industry functions, and networking opportunities in support of group sales outreach.
- Serve as an on-site liaison for group visits at Boettcher Concert Hall on designated concert evenings.

Patron Services

- Serve as a skilled and senior member of the Patron Services team, performing box office and call center functions consistent with the Patron Services Associate role, including:
- Assisting patrons with ticket purchases, exchanges, account inquiries, and other needs at all points of contact, in person and by phone.
- Cross-selling and up-selling Symphony offerings in accordance with organizational best practices.
- Performing general box office operations including data entry, inventory management, and adherence to Symphony sales policies.
- Always Representing the Colorado Symphony in a professional and enthusiastic manner.



- Provide leadership support in the Patron Services office as needed, including assisting with training of Patron Services Associates and covering lead shifts as assigned by the Director of Sales and Patron Services.
- Attend Colorado Symphony concerts on a regular basis to maintain a strong working knowledge of the Symphony's programs and offerings.
- Perform other duties as assigned by the Director of Sales and Patron Services.

The duties listed above should not be considered all-inclusive. The person in this position is expected to perform other work-related duties as assigned, even though they may not be considered primary duties.

Qualifications and Capabilities

Required

- Minimum of two (2) years of experience in sales, customer service, box office operations, arts administration, hospitality, or a related field.
- Demonstrated ability to generate sales through outbound prospecting, relationship-building, and consistent follow-through.
- Excellent communication skills, both verbal and written; confident and personable in sales conversations and patron-facing interactions.
- Strong organizational skills and attention to detail, with the ability to manage multiple accounts and priorities simultaneously.
- Ability to work independently and take initiative, while contributing effectively as part of a collaborative team.
- Proficiency with Microsoft Office; comfortable learning and working within ticketing and CRM systems.
- Ability to work select evenings and weekends to staff concerts, group events, and community outreach functions.
- High School diploma or GED equivalent required.

Preferred

- Experience with Tessitura or other ticketing technology.
- Existing relationships in Denver's hotel, concierge, tourism, or arts community.
- Knowledge of or genuine interest in classical music and the performing arts.
- Bachelor's degree in arts administration, business, communications, hospitality, or a related field, or equivalent experience.

Physical Capabilities

- Able to handle the physical demands commensurate with an active box office position.
- Ability to spend up to two hours on your feet without a break, and occasional lifting of 25+ pounds.

The Colorado Symphony Association reserves the right to revise this job description at any time. This job description is not a contract for employment.

Compensation and Benefits

- Annual performance bonus of \$2,500–\$4,000 upon achieving defined group sales revenue goals
- Health insurance — multiple plan options (PPO Base and High-Deductible plans are 100% employer-paid for the employee); all at low cost to the employee
- Dental, Vision, Voluntary Life/Accident/Critical Illness/Hospital Indemnity, and Identity Theft Insurance
- Short-Term and Long-Term Disability Insurance, 100% employer-paid
- Paid Family and Medical Leave Insurance, 50% employer-paid
- Health Savings Account and Flexible Spending Accounts, including Medical and Dependent Care
- Employee Assistance Program and Personal Loan Program
- Paid time off — vacation, sick leave, seven national holidays, and five floating holidays
- 403(b) retirement plan
- Complimentary and discounted tickets to Colorado Symphony concerts
- Remote work flexibility on Mondays and Wednesdays (subject to operational needs)

How to Apply

Submit a cover letter and resume to jobs@coloradosymphony.org. Please put "Group Sales Specialist" in the subject line of your email. No phone calls, please.

The Colorado Symphony Association is an Equal Opportunity Employer.