



Position Title: Account Manager

Reports to: Director of Digital Marketing

Posting Date: July 18, 2008

Company Background - New Era Tickets (www.neweratickets.com) is a ticketing and marketing services company providing customized ticketing, database marketing, and access management functionality to sports and entertainment organizations. Our services and technology allow our clients to sell and manage their own ticket sales, be in command of the fees consumers pay when purchasing tickets and control all ticket buyer data. In addition we provide our clients with the tools and advice required to market effectively to their past and potential ticket buyers. Founded in 2003, New Era Tickets has over 30 clients across North America including the Philadelphia Flyers, Philadelphia 76ers, Wachovia Center, Portland Trail Blazers, Portland Rose Quarter, Borgata Hotel, Casino & Spa and Pocono Raceway. The company empowers organizations to create their own ticket brand in their market, establish retail outlets, and also manages a large capacity call center. Headquartered in suburban Philadelphia, New Era Tickets is part of the Comcast- Spectacor family of companies. Comcast-Spectacor (comcast-spectacor.com) is the Philadelphia-based sports and entertainment company which owns the Philadelphia Flyers (NHL), the Philadelphia 76ers (NBA), the Philadelphia Phantoms (AHL), the two arenas in which their teams play, the Wachovia Center and Wachovia Spectrum, four Flyers Skate Zone community ice skating and hockey rinks and Comcast SportsNet Philadelphia. In addition, Comcast-Spectacor is also the principal owner of Global Spectrum, the fastest growing firm in the public assembly management field with more than 70 facilities throughout the United States and Canada; Ovations Food Services, a food and beverage service provider; Front Row Marketing Services, a commercial rights sales company; and 3601 Creative Group, a full-service in-house advertising agency. In a partnership with Disson Skating, Comcast-Spectacor annually produces 10 nationally televised figure skating spectacles on NBC.

Position Summary: The Account Manager will be responsible for working with our clients to deliver customized database marketing solutions. This individual will work as part of a team that is dedicated to providing database marketing solutions to the sports and entertainment industry, assuming client contact/management responsibility post sale. This is not a business development position.

Coordinate all account management related activities such as:

- Manage the Client relationship; act as liaison between the Client and New Era Tickets.
- Strategically and creatively design client marketing programs.
- Create, manage, and execute marketing campaigns in the database marketing software tool.
- This individual will be client facing and will be able to communicate with the prospect to set expectation for account management.
- Define client business challenges and help develop strategic database marketing programs that will address those business challenges.
- Recognize and/or create opportunities to grow and expand existing Client business.
- Manage and implement training for new clients.

The ideal candidate will have 5+ years in the following areas:

- Account Management within an advertising agency or professional services setting.
- Proven track record in managing and expanding existing client business.
- Experience creating and implementing interactive and print marketing tactics.
- Knowledge of CRM and Database Marketing applications.

New Era Tickets® is an Equal Opportunity Employer.

Responses reply to: Pgrene@neweratickets.com