



Title: Director of Group Sales

Supervisor: KeriAnne Murphy, Director of Finance

321 Group Sales is seeking a highly motivated **Director of Group Sales** to lead and evolve our Broadway and Off-Broadway group sales division.

321 Group Sales is a boutique group sales agency specializing in group ticket sales for productions across the New York theatre market and serves as the Agent of Record for **WICKED** on Broadway. We partner with group leaders and travel planners to book Broadway and Off-Broadway show tickets and create unforgettable theatre experiences.

We are looking for a hands-on leader and “go-getter” who can bring fresh ideas, modern outreach strategies and strong sales leadership to a department ready for growth. This role requires both big-picture thinking and detailed day-to-day execution: someone who can lead a small team, strengthen client relationships, expand business opportunities and build a dynamic and visible sales presence across the industry. Duties shall include but not be limited to:

- Lead & oversee all group sales efforts for Broadway & Off-Broadway productions in New York City;
- Assess current operations & implement strategies for growth, efficiency and increased revenue;
- Develop & execute proactive outreach initiatives to generate new business opportunities;
- Maintain & grow relationships with clients, group leaders, industry partners & key stakeholders;
- Communicate & collaborate regularly with the Gershwin Theatre & other Broadway box offices;
- Lead, support & motivate the sales team to meet and exceed departmental sales goals;
- Strategize & collaborate with the sales team on client outreach, lead generation, sales campaign & relationship management;
- Collaborate closely with productions, including the WICKED sales & marketing team;
- Strengthen the department’s online presence and identify opportunities to improve digital visibility & engagement
- Track sales performance, monitor trends and provide reporting, analysis & strategy;
- Represent 321 Group Sales at 2-3 annual conferences outside of New York City;
- Perform additional responsibilities & special projects, as assigned.

Qualifications

- Proven experience in group sales, sales leadership, or small business management, preferably within commercial theatre, live entertainment, ticketing, tourism, hospitality, or related industry.
- Strong understanding of the Broadway and New York theatre landscape preferred.
- Demonstrated success developing sales initiatives and driving measurable revenue growth.
- Excellent organizational skills and ability to manage multiple priorities, deadlines and relationships simultaneously.

- Strong leadership skills, collaborative instincts and a self-starter mentality.
- Experience developing outreach strategies, partnerships, client pipelines and new business opportunities.
- Excellent written and verbal communication skills.
- Comfort working in a hands-on, entrepreneurial environment with a small team.
- Familiarity with ticketing platforms, customer relationship management systems, digital marketing/social media strategy, and/or website design and maintenance is a plus.

Notes

- Office hours are Monday through Friday, with optional work from home on Fridays.
- Some after-hours availability may be required as professional needs arise, including occasional industry events, conferences or production-related commitments.
- The salary range for this position is \$80,000 - \$95,000, commensurate with experience.
 - This position is eligible for a performance-based bonus of up to 10% of 321 Group Sales' gross profit, tied to departmental margin and achievement of agreed-upon business goals.
- The position is eligible to participate in the company's comprehensive benefits package.

To Apply

- Submit a brief introduction & resume to resumes@321mgt.com with the subject line: "Director of Group Sales Application – First Name Last Name"