



# STAR OF TEXAS FAIR & RODEO

Date Posted: June 10, 2010

Position: **Ticket Coordinator**  
Full time; 40+ hours per week  
Local applicants only; no relocation

Company: **Star of Texas Fair & Rodeo**  
9100 Decker Lake Road, Austin, TX 78724

Applications: Currently being accepted  
Start Date: Summer, 2010  
Salary: Commensurate with Experience/Education  
Benefits: Medical, Dental, Life and Long Term Disability Insurance, Retirement, Vacation and Personal Leave

## **Job Description:**

The Star of Texas Fair & Rodeo is a non-profit organization dedicated to *Promoting Youth Education and Preserving Western Heritage*. Held annually in the month of March, the Star of Texas Fair & Rodeo draws over 300,000 fairgoers who attend the Rodeo, Concerts, Livestock Shows, Commercial Exhibits, Carnival and other attractions. While delivering superior entertainment and boasting an economic impact that exceeds \$54 million annually, the Star of Texas Fair and Rodeo is an established community tradition founded in 1938. Proceeds from this event fund scholarships for young people from 254 Texas counties. Over 2,000 volunteers complement a full-time staff of 13 who plan and coordinate the Star of Texas Fair & Rodeo. The event has become one of the largest non-profit contributor to education in Central Texas, awarding more than \$25 million via auction proceeds, cash awards and scholarships to youth over the past 25 years. In 2010, the Star of Texas Fair & Rodeo will award more than \$1.6 million to the youth of Texas!

Primary duties of the Ticket Coordinator include:

- THIS IS A SALES POSITION – Ticket Coordinator will be expected to spend 30% of their time out of the office on documented sales calls, 50% coordinating ticket sales and administrative tasks and 20% working with volunteer committees and assisting with other projects.
- Season Ticket Program: Primarily box seats, the season ticket holders obtain the best seats in the Rodeo Arena in packages of 4 – 20 seats each, with 14,000+ total seats sold accounting for 25% of overall sales. Actively promote and sell season tickets to new clients, renew existing season ticket holder seats, process orders through in-house ticket system and work with printer to develop souvenir ticket booklets and distribute to season ticket holders, year-round communication with season ticket holders. Coordinate volunteer ticket sales with Ticket Sales Committee.
- Group Ticket Program: Program for large groups , 20 – 500, to sit in a block of seats either box or reserved. Actively promote and sell group tickets to businesses, community groups/clubs, school organizations and others, process orders through ticket system, print and deliver tickets. Coordinate volunteer ticket sales with Ticket Sales Committee.
- Xtreme Seat Ticket Program: Rodeo Austin's premier seating that includes box seat, drinks, and souvenir chair. Actively promote and sell Xtreme Seats to general public, members and others, process orders through ticket system, print and deliver tickets, ensure guests are seated in arena properly during event. Coordinate volunteer ticket sales with Ticket Sales Committee.

- Member Ticket Program: Members of Rodeo Austin have the opportunity to purchase individual tickets prior to the public on-sale date. Actively promote and sell member tickets, mail order forms, process orders through ticket system, print and deliver tickets.
- Texas Box Office: Rodeo Austin's official ticket box office that provides the in-house ticket system used to process orders. Coordination with Texas Box Office officials year-round to maintain ticket program, management of the Fairgrounds Box Office during the Fair & Rodeo. Coordinate volunteer efforts with Event Staff Committee to take tickets and seat guest in the Rodeo Arena in conjunction with Texas Box Office. Actively promote and sell Member Resale tickets through the Texas Box Office of Ticket Market Place.
- Founders Club: Private club overlooking the Rodeo Arena with annual memberships for individuals or corporations. Actively recruit and sell new Founders Club Members, work with Membership Department to process and deliver member tickets and benefits. Coordinate volunteer efforts in Founders Club with Founders Club Committee.
- Oversight of Department budget and timelines, department maintenance of [www.RodeoAustin.com](http://www.RodeoAustin.com), assist with other projects as assigned
- Coordinate with Marketing Department to create and implement comprehensive ticket sales promotional campaign.

Applicants should possess the following abilities:

- Education: Minimum of a Bachelors degree
- 5+ years of full-time experience in sales
- Positive and outgoing attitude
- Strong verbal and written communication skills
- Self-starter and team player
- Detail oriented
- Proficient in Word, Excel, Power Point and Ticket System

Individuals interested in a challenging and rewarding career with the Star of Texas Fair & Rodeo are encouraged to send (via mail, fax or e-mail) cover letter, resume, transcript and list of references to:

Katy Blankinship  
 Star of Texas Fair & Rodeo  
 9100 Decker Lake Road  
 Austin, TX 78724  
 512 / 919-3000  
 512 / 919-3005 FAX  
[Katy@RodeoAustin.com](mailto:Katy@RodeoAustin.com)

Top candidates will be selected from the pool of applicants and will be contacted for interviews in the near future.