



MOIC LOCAL SALES MANAGER

Who We Are:

Museum of Ice Cream is an **inclusive & immersive brand**, designed to captivate your sweetest fantasy and sugar-filled daydreams online and IRL. At the Museum of Ice Cream, we invite you to believe in the **magic of creativity**, to remind you that inclusive spaces do exist, and to show you that childlike wonder is worth savoring. In our world, ice cream is the agent of change and the vehicle to ignite the creative spirit that lives in all of us. Fueled by the power of imagination, MOIC is a **universe of possibilities** with tons of room for you to explore.

Who You Are:

Museum of Ice Cream is seeking a passionate and experienced **Localized Sales Manager** to join our team. You'll be responsible for driving revenue growth through strategic event sales initiatives, creative marketing campaigns, and strong partnerships. With a proven track record in the event, attractions, entertainment, or hospitality industry, you're a master of building relationships, generating leads, and exceeding targets. You're also a brand enthusiast, with a deep understanding of the marketing mix and a knack for crafting compelling narratives. Along the way, you will take risks, learn, and optimize as you engage and build our following and influence.

JOB OVERVIEW:

As the Localized Sales Manager, you will play a pivotal role in contributing to the revenue goals of the Museum of Ice Cream Singapore. You will do this by using your network and by building relationships that will create brand awareness and sales for Museum of Ice Cream and convert that into sales from partnerships, events, activations, and bookouts. A strong focus on meeting and exceeding your monthly targets will be rewarded with significant commission and bonuses.

KEY RESPONSIBILITIES:

- Develop and execute a comprehensive sales strategy to increase revenue from corporate events, birthday parties, museum buyouts, events and activations and brand partnerships which will allow you to meet and exceed sales targets.

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- Build and manage relationships with key partners, including hotels, OTAs, tour operators, event organizers, and corporations. Conduct site visits and walkthroughs with leads as well as representing Museum of Ice Cream in local PR, community, and industry events.
- Focus on an outside in approach driving outside leads and ticket sales into Museum of Ice Cream.
- Secure new business opportunities through cold calling, email marketing, networking events, and promotional campaigns.
- Work with the Director of Local Sales and New Locations to achieve monthly targets and track ROI for all outreach initiatives.
- Collaborate with the HQ marketing team on seasonal programs and activations and ensure the successful execution of event launches at your site.
- Analyze data and generate reports to measure sales performance and identify areas for improvement. Maintain an active sales pipeline with quick and consistent follow ups. Be familiar with all sales policies and selling techniques to maximize revenue.
- As a key team member the LSM is responsible for on-site presence as frequently as required, with a minimum of 3 days per week, contributing actively to collaborative efforts and achieving team goals, planning site visits and getting as many people in the museum as possible.

QUALIFICATIONS:

- 3+ years of experience in sales, ideally within the events, attractions, entertainment, or hospitality industry.
- Proven success in generating leads, closing deals, and exceeding sales targets.
- Strong understanding of the marketing mix and experience with digital marketing channels.
- Excellent communication, presentation, and interpersonal skills.
- Ability to work independently and as part of a team.
- Ability to cold call and engage professionally on email, messaging, phone and in person.
- Detail-oriented and highly organized, with excellent time management skills.
- Passion for the Museum of Ice Cream brand and its mission.

COMPENSATION AND BENEFITS:

- Competitive salary with strong commission incentive based on meeting sales

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targets

- Comprehensive benefits package, including health insurance,, paid time off, and more.
- Unlimited ice cream!
- 16 free museum tickets per year for friends and family.
- 50% discount on retail products.
- Annual pinkball (festive attire encouraged!).
- And much more!

If you are interested in pursuing this role, please send your resume to kacang@museumoficecream.com