



**Position Title: Patron Services Manager**

## **GENERAL INFORMATION**

**Payroll Title: Manager**

**Supervisory Responsibility: Yes (1 full time employee: Patron Services Associate)**

**Department: Marketing, Communications & Creative Media**

**Title of Immediate Supervisor: Director of Marketing, Communications & Creative Media**

**Salary Range: \$60,000-\$68,000**

**Available Immediately**

## **ABOUT WASHINGTON PERFORMING ARTS**

<https://www.washingtonperformingarts.org/aboutus/index/>

### **About Washington Performing Arts:**

One of the most established and honored performing arts institutions in America, Washington Performing Arts has engaged for more than half a century with artists, audiences, students, and civic life. The city is truly our stage: for decades, in venues ranging from concert halls and clubs to public parks, we have presented a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, jazz, international genres, and more. We also have an ever-expanding artistic and educational presence on the internet, addressing the programming challenges of this time of pandemic while envisioning ongoing opportunities for online connection and community in a post-COVID world. Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events online and in myriad performance venues and neighborhoods, we engage international visiting artists in community programs and introduce local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through residencies and education programs. Our achievements have been recognized with a National Medal of Arts and with three Mayor's Arts Awards from the DC Government. We have now embarked upon our second half-century, ever inspired by the motto of our founder, Patrick Hayes: "Everybody in, nobody out."

### **Organizational Diversity & Inclusion**

Washington Performing Arts is committed to diversity, equity, inclusion, and access in all aspects of our work. In keeping with our mission and guiding principles, we seek, represent, and welcome a multiplicity of voices in everything we do from programmatic content to the composition of our board and staff. Accordingly, we seek to build a team that reflects — and meets the needs of — the community we are part of and serve. While we have made important progress, we continue to pursue that goal through intentional, focused learning and action. Hiring a diverse workforce is but one component — we strive to make Washington Performing Arts ever more inclusive, and true to our founder's guiding ethos of "everybody in, nobody out."

To gain the maximum benefit from our increasingly diverse team, we wish to make every employee feel welcome and motivated to do their best work. We know that we work better together in service of Washington Performing Arts' mission, because of our differences, not despite them.

### **Equal Employment Opportunity Statement**

Washington Performing Arts subscribes to a policy of Equal Employment Opportunity and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance, sexual orientation, family responsibilities, matriculation, or political affiliation. Washington Performing Arts' employment decisions are made based on the needs of the organization and qualifications of the applicants and employees.

### **POSITION SUMMARY**

The Patron Services Manager is a front-line ambassador for Washington Performing Arts, and a key partner in engaging new audiences, achieving earned revenue goals, and ensuring top tier values-driven customer service.

The ideal candidate will be passionate and knowledgeable about the arts (specifically music), inquisitive, driven, possess a positive attitude and be absolutely committed to providing exceptional, gracious customer service to diverse audiences. The position reports to the Director of Marketing, Communications & Creative Media and has one direct report. The schedule includes a mix of daytime and evening hours, consistent with the schedule of performances and special events, which are held at multiple venues throughout the Capitol Region.

Under the supervision of Washington Performing Arts's Director of Marketing, Communications & Creative Media, the Patron Services Manager is a primary brand ambassador to our patron community and a key member of our front-line patron services team. They are responsible for the daily and seasonal operations of the Washington Performing Arts Patron Services Office, and contribute to the Marketing, Communications & Creative Media Department's priorities to:

- Help reach the annual earned income goals.
- Build loyalty within Washington Performing Arts's patron community by providing high quality and well-rounded customer service.
- Increase the public's participation in Washington Performing Arts' wide range of artistic, education, and community programs.
- Enhance the public's awareness and understanding of Washington Performing Arts's institutional identity.

**Essential Duty #1: Marketing/Promotion/Sales for live programming**  
**Percentage: 60%**

#### **Patron Services & Individual Sales**

- Lead Patron Services to achieve annual sales goals.
- Track and analyze sales data to inform strategies and tactics to achieve goals.
- Interface with partner venues to monitor sales progress, inventory, and receipt of customer lists.
- Manage sales and security functions of the Tessitura database for the organization.
- Execute all aspects of season and performance builds, including launch of subscription and single ticket sales, performance close-outs, etc. in the Tessitura system.

- Coordinate subscription and sponsor sales with colleagues in Advancement.
- Process internal/external ticket and subscription orders, adhering to Patron Services policies and procedures.
- Manage ticket releases and holds for internal departments.
- Develop and maintain Patron Services policies and procedures, and resolve patron issues and complaints. Refer patron issues/complaints that exceed Patron Services Manager's authority to Director of Marketing, Communications & Creative Media.
- Respond to patron feedback via surveys, direct e-mails, and other channels, referring issues outside the Patron Services Manager's scope or authority to the Director of Marketing, Communications & Creative Media and/or the Advancement Department, as appropriate.
- Participate in the development of improved processes to provide optimum accuracy, streamline operations, and enhance standards.
- Train interdepartmental staff and interns in Tessitura ticketing functions as necessary.
- In collaboration with the Director of Marketing, Communications & Creative Media, explore and implement new methods of enhancing the Washington Performing Arts patron experience.
- Recommend creative strategies for establishing sales campaigns, promoting individual events to increase earned revenues and organizational visibility.
- Regularly monitor emerging sales/ticketing trends and technologies, and communicate new opportunities to the Director of Marketing, Communications & Creative Media.
- Participate in regular Marketing, Communications & Creative Media team meetings, and other departmental or all-staff meetings as required.
- Participate in conferences and career development events as a representative of Washington Performing Arts as needed.

#### **Grassroots Marketing & Individual Sales**

- Cultivate future patron groups and/or group sales purchasers via direct outreach, based on general affinity with Washington Performing Arts programming and/or affinity with specific events/programs.
- Manage and extend current group sales relationships.
- Build and maintain list of partners for complimentary ticket offers

#### **Essential Duty #2: Customer Service Leader and Box Office Manager** **Percentage: 30%**

- **Patron Loyalty:** sustain and build patron loyalty by stewarding premier customer service through the Patron Services team, and ensuring organizational values are embedded within all policies and procedures (the "Patron Journey").
- **Brand Ambassador:** serve as a primary brand ambassador to current and potential patrons by providing highest level of service and communication via digital, telephone, and (when possible) in-person interaction.
- **Equity & Inclusion:** ensure that all ticket buyers, guests, staff, artists, and visitors who interact with the Patron Services team experience a welcoming and inclusive environment.
- **Front of House support:** staff Patron and Will Call tables at performance venues the day/evening of the performance. Ensure organizational materials are available and set up at each event. Respond quickly and efficiently to assist with patron interactions and last-minute ticketing requests and troubleshooting.
- **Share knowledge and learning:** drive discussions of improvements that may strengthen patron communications and services.

- **Manage and motivate team:** hire, schedule, train, and mentor Patron Services staff to ensure efficient and effective ticket sales and customer service. Ensure all shifts have adequate coverage for business needs.

### **Essential Duty #3: Budget Management**

#### **Percentage: 10%**

- **Security & Confidentiality:** maintain a secure digital and physical environment for financial transactions and patron information sharing.
- **Reports:** Provide regular sales reports and analysis to Director of Marketing, Communications & Creative Media; coordinate internal ticket sales reports for submission to Chief Financial Officer or in preparation for performance reconciliation.
  - Assist with show closing reconciliations.
  - Manage revenue sales goals and generate accurate reports that reflect sales.

### **Minimum Qualifications:**

- Knowledge of the performing arts and 3-5 years of professional experience, preferably in non-profit performing arts and marketing or patron services
- In-depth knowledge of and substantial professional experience with CRM software (Tessitura preferred); working knowledge of SQL and/or web API interface preferred
- Outstanding organizational and multi-tasking skills, with proven track record of meeting deadlines
- Experience engaging with the public in a sales or promotional capacity
- Strong empathetic customer service mentality

### **Essential Capabilities & Preferences**

- Detailed and results-oriented supervisor and collaborator, providing team members with guidance and removing obstacles as they work to achieve their own objectives
- Background in the performing arts (as practitioner, staffer, scholar, and/or enthusiast)
- Knowledge of Microsoft Office suite
- Proven record of success in a high-volume, multi-tasking patron-service environment

### **Specific Conditions of Work**

- General office environment
- Availability to work non-standard hours (including evenings and weekends) as needed
- Ability to work at Washington, D.C., office location (currently a minimum of two days per week in the office) and off-site (e.g., teleworking and at concerts and other events) on a regular basis, as needed
- Ability to lift 20 lbs. from time to time
- Proof of COVID-19 vaccination required

Please send a cover letter and resume to:

[hr@washingtonperformingarts.org](mailto:hr@washingtonperformingarts.org)