

# TAPROOT THEATRE

C O M P A N Y

*Celebrating 45 Years*

*Taproot Theatre tells stories of hope, serving the Pacific Northwest through live theatre and educational programs.*

## Group Sales and Subscription Lead Job Description

<b>Department:</b> Marketing	<b>Pay Range:</b> \$18
<b>Supervisor:</b> Box Office Manager	<b>Status:</b> Full time, hourly-non-exempt, benefits eligible
<i>Job Description Revised September 2021</i>	<b>Location:</b> Seattle, WA
<i>Desired Start Date: ASAP</i>	<i>Position Open Until Filled</i>

**Position Overview:** The Group Sales and Subscription Lead is a member of the Box Office team and is part of the 'front line' of contact with Taproot theatre's patrons. They are responsible for managing ticket sales to groups and processing annual subscriptions. The job includes other box office, marketing, and administrative duties as needed.

### Specific Areas of Responsibility

#### **Group Sales:**

- Read all season play selections and attend each show within the first week (invited dress, previews or Opening)
- Attend weekly company and marketing department meetings
- Respond to all group sales requests in a timely and thorough manner
- Seek out and develop opportunities for group partnerships with organizations of interest; generate group lists, contact targeted groups, and provide group sales reports
- Assist in the creation and distribution of all group sales communication vehicles (email, letters, postcards, brochures, etc.)
- Field questions from individuals and organizations, book ticket reservations, process payments and follow up with group leaders before and after each show
- Create and maintain database of individuals and organizations group tickets buyers
- Manage outside relationships with schools and school teachers
- Attend all midweek matinees; greet patrons, give pre-show announcements, and facilitate talkbacks
- Manage the creation of a study guide for each Jewell Mainstage and Isaac Studio production
- Meet large groups before shows and host group receptions
- With Director of Marketing, project group sales revenue
- Other marketing duties as needed and assigned

#### **Subscriptions:**

- Receive, tally, process, and seat season subscriptions
- Assist with season subscription mailing
- Manage and respond to subscribers by phone and email
- With Box Office Manager, create and implement subscription fulfillment strategies
- Assist with and attend subscriber events including Season Sneak Peek
- With Box Office Manager, report on renewals, sales and subscription totals
- Assist with and proof season build, pricing assignments, season brochure and other marketing materials as needed
- With Box Office Manager, update and maintain training manual with job tasks and instructions

#### **Box Office:**

- Work day, evening or weekend box office shifts as needed
- Receive and process in-person, phone & online ticket sales
- Manage and respond to box office inquiries by email
- Prioritize and complete tasks assigned by Box Office Manager or Director of Marketing
- Keep box office in clean, orderly condition
- Maintain an up-to-date knowledge of company and box office policy and procedures

**Required Qualifications/Skills:**

- 1 year relevant experience
- Compatibility with Taproot Theatre's mission and values
- Possess a love of theatre arts that translates to serving our patrons with excellent customer service
- Consistent availability to work within both administrative and box office hours including regular evenings and weekends
- Solid interpersonal and organization skills with a strong attention to detail
- Strong written and verbal skills including editing and proofreading abilities
- Dependable and prompt
- Ability to learn ticketing software
- Ability to work independently and on multiple projects at one time.

**Preferred Qualifications/Skills:**

- Experience with cash handling, payment processing and sales
- Computer database and/or data management experience
- Familiarity with Microsoft Outlook, Excel, Word, Slack, Patron Manager, Tessitura

**Equity & Inclusion:** Taproot Theatre is working to become an anti-racist organization which prioritizes accessibility, transparent communication, and humanity to foster a space of belonging for all. As part of this work, employees will participate in regular trainings and discussions and be asked to support anti-racism and accessibility initiatives and policy changes, as part of their scope of work. To that end, Taproot Theatre seeks employees who demonstrate initiative to expand their own learning and competency within these areas in order to meaningfully participate in dismantling institutional racism, bias, and other systems of oppression which permeate our industry.

**Faith Statement:** Taproot Theatre Company is incorporated as both a non-profit theatre and a parachurch organization. A parachurch organization is a Christian faith-based organization which works outside of church oversight, and across denominations, while carrying out its mission. Currently, all permanent Taproot staff participate in corporate prayer and self-identify as Christians. Seasonal workers and guest artists may choose not to participate in these customs and represent a diversity of faith traditions and backgrounds. Taproot Theatre welcomes folks of other faith traditions who are comfortable working in a Christian environment to apply for all open positions and does not discriminate on the basis of religion.

**Physical Requirements:** This position requires frequent sitting or standing, manual dexterity to operate phones, computers, and other office equipment; strong command of the English language with the ability to be understood. The majority of work is required to be done at the Taproot office with occasional visits to external environments. Occasional work-from-home hours available. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

**Public Health:** Taproot Theatre Company requires every employee, volunteer, and contractor to present proof of vaccination against COVID-19. Proof of vaccination can be vaccine card (copy or photo accepted), WA state immunization printout, or verified medical record printout from medical provider.

To apply, submit a cover letter and resume to Kristi Matthews, Box Office Manager at [kristi@taproottheatre.org](mailto:kristi@taproottheatre.org).

*Taproot Theatre does not discriminate on the basis of race, color, religion, sexual orientation, sex or gender identity, age, citizenship, national origin, veteran status, marital status, mental, physical, or sensory disability, or any other protected and otherwise underrepresented groups of individuals.*