Senior Manager of Patron Experience Job Description

Department: Marketing & Patron Experience	**Pay Range:** $29-30 / hour ($60-62,000 / year)
Supervisor: Director of Marketing & Patron Experience	**Status**: Full time (40 hours), hourly/non-exempt, benefits eligible
Job Description Created November 2026	**Location:** Seattle, WA
Desired Start Date: Immediate	*Position Open Until Filled*

Position Overview: The Senior Patron Experience Manager shapes a welcoming experience from a patron's first ticket purchase to the moment they reach their seat, so patrons arrive at ease and ready for the story about to unfold on stage. Working closely with the Director of Marketing & Patron Experience and within their vision, this role leads the Patron Experience side of the department, overseeing Taproot's entire audience services operation, including box office, front of house, and concessions. They run Taproot's ticketing and CRM system and the subscription program, use sales data and analytics to guide decisions about pricing, pacing, and customer service, and oversee the Box Office Manager and Patron Services Manager. This role is ideal for someone as comfortable in a spreadsheet as in a bustling lobby.

Primary Areas of Responsibility

Team Leadership

- Lead and develop the Box Office Manager and Patron Services Manager as a team as they manage house managers, concessions staff, box office representatives, and volunteer ushers, so everyone can deliver the warm, professional care patrons expect from Taproot. First up: hire the new Box Office Manager with the Director.
- Set patron experience goals and bring the Director a plan to reach them, including acting on patron feedback and recommending policies.
- Help map the patron journey from purchase through post-show follow-up with Community Engagement and Marketing & Communications, reducing friction at each touchpoint.

Front of House and Accessibility

- Oversee front of house and special events such as opening nights, so every visit runs smoothly from parking and arrival to curtain.
- With the Patron Services Manager, set the standard for how patrons are welcomed, from front of house policies and staff training to how the team handles incidents and concerns.
- Champion the concessions and volunteer usher programs the Patron Services Manager leads, backing their growth with budget, resources, and support across departments.
- Work with the Director and the Patron Services Manager to keep improving accessibility, from captioned, sensory-friendly, and audio-described performances to making sure staff are equipped to serve every patron.

Box Office and Ticketing

- Serve as primary AudienceView administrator, oversee ticketing hardware and phones, and train the Box Office Manager as secondary administrator.
- Run the subscription program, set comp ticket policies, and shape the future of the group sales program with Community Engagement. The Box Office Manager handles these day-to-day.

- Own the accuracy of ticketing communications (confirmations, e-tickets, and know-before-you-go emails), working with Marketing & Communications so every message is consistent and correct.
- Coordinate performance calendars with Production and student matinees with Education & Outreach and Community Engagement.

Revenue, Budget, and Reporting
- Analyze sales data to recommend pricing and revenue projections to the Director and Finance, and share audience insight with Marketing, Development, and Community Engagement.
- Oversee box office and concessions financial reporting, including weekly sales reports, audit support, and secure cash and card handling.
- Draft the annual patron experience budget (ticket revenue, box office and front of house payroll, concessions, and receptions) with both managers, then manage and reforecast it as needed.
- Track sales pacing from on-sale through closing, and recommend levers like discount codes with Marketing.

Additional Responsibilities
- Attend openings and special events.
- Be cross-trained to cover box office, house management, or concessions in an emergency.
- Read all play selections in advance and make sure all staff are equipped to answer patron questions.
- Participate in regular team and company meetings.
- Perform other duties as assigned in support of Taproot's mission and organizational needs.

Qualifications/Skills:

Required:
- A genuine interest in theatre or performing arts, and alignment with Taproot Theatre's mission and values
- Three or more years in sales or ticketing, including supervising staff and administering a ticketing CRM (ideally AudienceView)
- Experience managing budgets, including payroll, with strong spreadsheet skills and commitment to accuracy, and comfortable analyzing data and turning it into recommendations
- Commitment to providing a warm, hospitable, and professional presence in every sort of patron interaction
- Ability to learn new tools and techniques quickly and work productively with minimal oversight
- Availability for evenings and weekends as needed

Preferred:
- Front of house or other hospitality operations experience, including accessibility services
- Ticket pricing, revenue management, or subscription program experience
- Experience in the nonprofit or performing arts sector

Equity & Inclusion Statement: *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 religious organization. Our organization operates outside of church oversight and across denominations. Staff at or above*

the director level are asked to confirm their Christian faith, and at present, permanent Taproot staff at all levels are invited, but not required, to participate in corporate prayer and many, but not all, self-identify as Christians. Seasonal workers and guest artists may choose not to participate in these customs and represent a diversity of backgrounds and faith traditions.

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. Much of the work is required to be done onsite at Taproot Theatre with frequent visits to external environments as needed. Work schedule is generally Monday-Friday; must be available on evenings and weekends as needed for performances and events. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.*

To Apply: *Submit the following to Daytona Danielsen, Director of Marketing & Patron Experience, at daytonad@taproottheatre.org: Cover letter, resume, three professional references*

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.