

Section I - Job Identification		
Job Title:	Patron Engagement Manager	
Employee Status:	Regular full time; exempt	
Department:	Marketing	
Reports To (Job Title):	Director of Marketing & Communications	
Section II - Job Purpose, Scope & Responsibilities		
Job Purpose: Responsible for managing Charlotte Ballet's ticketing services, subscriber program, and patron database. Manager performs all duties with a focus on strengthening patron/donor engagement, increased revenue, audience development and elevated public awareness. Manager supervises one patron relations assistant.		
Job Duties and Responsibilities:		
<i>Item #</i>	<i>% of Time</i>	
1.	50%	Box Office and Ticketing Lead <ul style="list-style-type: none"> • Manage Charlotte Ballet's ticketing services, including ticketing system management. • Serve as customer service "concierge", providing personalized ticketing assistance to Board Members, donors and other key audiences. • Serve as liaison to Blumenthal Performing Arts for all aspects of ticketing including single tickets, group sales and subscriptions. Regularly and accurately communicate with the BPA in regards to pricing, promotions and information/messaging pertaining to performances. • Implement dynamic pricing and manage house scaling and fill. Manage set up of house seating charts, on-sale events, ticket holds, and comp tickets. • Responsible for front of house set up and oversight, including serving onsite as Charlotte Ballet box office coverage for evening and weekend performances.
2.	30%	Subscription Program Manager <ul style="list-style-type: none"> • Serve as ticketing concierge for subscribers, resolving issues and building strong relationships with our patrons. • Manage annual season subscription campaign, including subscription renewals and new sales via phone. Advise on pricing. Develop messaging.
3.	15%	Patron Ticketing System and Data Intelligence Lead <ul style="list-style-type: none"> • Responsible for segmented list development and analyzing lists to track effectiveness of marketing pieces. • Manage internal data intelligence system, building company's ability to make data-driven decisions.
4.	5%	Administration <ul style="list-style-type: none"> • Supervise one patron relations coordinator, including training and scheduling. • Manage related invoices, budgets, and other administration.
	100%	
Section III - Job Dimensions and Qualifications		
Internal Contacts:	Executive Director; Artistic Director; Senior Staff and all other Staff; Dancers; Trustees; Advisors; and other volunteers	
External Contacts:	Subscription holders and prospects; single ticket buyers and prospects; vendors; community groups; Box Office and Front-of-House staff and volunteers; BPA staff and more	
Education Level and Focus:	Bachelors Degree in Arts, Business, Marketing or related fields or appropriate experience	

<p>Years and Type of Related Experience Required:</p>	<p>Required experience:</p> <ul style="list-style-type: none"> • Managing ticketing or admissions • Highest level skillset and experience in hands-on customer service • Experience with ticketing systems and CRM • Strong Excel skillset <p>Preferred experience:</p> <ul style="list-style-type: none"> • Familiarity with Audience View and BPA ticketing • Experience implementing dynamic pricing • Experience with nonprofit cultural institution patrons • One-to-one sales experience • Experience working as part of a marketing team
<p>Professional/Technical Competencies</p>	<ul style="list-style-type: none"> • Actively participates in staff meetings and activities including attending meetings, supporting colleagues by offering information, and assisting appropriate projects and initiatives • Has good verbal and written communications skills necessary to write clear and concise correspondence, proposals, applications and reports • Foresees roadblocks in goal meeting and works quickly in problem solving to achieve goals in timely manner • Works independently and to accept responsibility for designated assignments • Complete complex projects at a high level of excellence • Coordinates daily with Director of Marketing & Communications • Promotes Charlotte Ballet both in and out of the office • Has tact and diplomacy in all interactions, including the appropriate treatment of sensitive or confidential information and equal and fair treatment and opportunity for all • Acts as a good steward of Charlotte Ballet’s funding • Plans and executes complex projects both autonomously and collaboratively • Maintains a solid understanding of marketing, communications and nonprofit trends • Display genuine enthusiasm and regularly take steps to measure and enhance work • Comfortable working with deadlines and being flexible when unexpected opportunities arise • Carries out projects from concept to completion, including information gathering, content development, review, editing and approvals