



Charlotte Ballet
Development & Philanthropy

Job Description – Patron Services & Ticketing Operations Manager

The **Patron Services & Ticketing Operations Manager** is responsible for leading the day-to-day ticket operations and sales efforts regarding Charlotte Ballet's performances, ticketing services and subscriber programs. This position is responsible for the maintenance, analysis and optimization of Charlotte Ballet's patron database. The Patron Services & Ticket Operations Manager performs all duties with a focus on increasing ticket revenue while strengthening patron/donor engagement and audience development.

The Patron Services & Ticketing Operations Manager will report to the Associate Director of Marketing & Communications with oversight from the Director of Philanthropy and External Relations. The position supervises one Patron Services & Ticket Operations Coordinator.

Charlotte Ballet's mission is to provide artistically excellent programming to diverse audiences in its home city of Charlotte, the Southeast region, and to the varied communities it serves while on tour across the nation. Charlotte Ballet is a Charlotte-based, world class repertory dance ensemble. It performs classic, contemporary, and cutting-edge dance with virtuosity, energy, and artistic excellence for local, statewide, and national audiences. Charlotte Ballet's collective talents provide the opportunity and give us the responsibility to challenge, stimulate, educate, entertain, and thereby enrich our audiences.

Due to current pandemic circumstances and acknowledging the highest care for our employees, students, and patrons, Charlotte Ballet is requiring any successful candidates to be fully vaccinated, to include any boosters as recommended, against the COVID-19 virus. Candidates should be prepared to submit proof of vaccination upon hire.

Job Description

Box Office Ticketing and Operations Lead

- Manage Charlotte Ballet's day-to-day ticketing services, including ticketing system administration and patron engagement services.
- Serve as primary liaison to Blumenthal Performing Arts (BPA) for all aspects of ticket operations including event set-up, single ticket & group sales and subscriptions.
- Regularly communicate with and direct BPA regarding pricing, promotions and information/messaging pertaining to performances.
- Implement dynamic pricing in addition to house scaling and fill. Manage set up of house seating charts, on-sale events, ticket holds and comp tickets.
- Responsible for Front of House (FOH) set up and oversight, including serving onsite as Charlotte Ballet box office representative for evening and weekend performances.

Ticket Sales, Advertising Campaigns and Budget

- Work with the Communications and Marketing Team to create ad plans, single ticket campaigns, subscription sales campaigns and promotions within approved budget.
- In coordination with Associate Director of Marketing & Communications, review subscription design and print materials. Assist in the design planning, including recommended pricing, packages, set up and materials.
- Partner with Digital Marketing Manager to publicize campaigns across multiple media channels

Subscription Renewals and Acquisition

- Manage annual season subscription campaign, including subscription renewals and new sales via inbound and outbound communications. Advise on pricing and develop messaging.
- Serve as ticketing concierge for subscribers, resolving issues and building strong relationships with Charlotte Ballet patrons

Ticketing System and Data Intelligence Lead

- Responsible for segmented list development and analysis of lists to track effectiveness of marketing pieces and ROI.
- Manage internal data intelligence system, building company's ability to make data-driven decisions

Administration

- Supervise one Patron Services & Ticket Operations Coordinator, including training and scheduling.
- Manage related invoices, budgets, and other administration

Education, Qualifications, and Competencies

- Bachelor's Degree preferred in Arts, Business, Marketing, or related fields with appropriate experience

Required experience:

- Managing ticketing or admissions
- Highest level skillset and experience in hands-on customer service
- Experience with ticketing systems and CRM
- Strong Excel skillset

Preferred Experience

- 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

FLSA Status/Classification

The Patron Services & Ticketing Operations Manager will be considered Full-time and Exempt in status.

Compensation and Benefits

- \$48,000 to \$52,000 annual
- Benefits include: PTO, Sick Time, 403(b) Retirement Plan, Medical/Dental/Vision, Short/Long Term Disability, FSA

Charlotte Ballet is an Equal Opportunity Employer, and as such, we recognize our responsibility to embrace and promote Diversity, Equity, and Inclusion (DEI) throughout all aspects and levels of our organization including artistic programming, talent recruiting and retention, training, workplace culture, and community engagement.