



**JOB DESCRIPTION  
BOX OFFICE  
& AUDIENCE ENGAGEMENT MANAGER**

Job Title:	Box Office & Audience Engagement Manager	Department:	Marketing
Reports To:	Director of Marketing & Public Relations	FLSA Status:	Exempt X Non Exempt <input type="checkbox"/>

**SUMMARY**

This position designs, solicits, manages, and tracks Dallas Black Dance Theatre’s in-person and virtual ticket sales initiatives for performances, special events and fundraising activities to ensure the success of DBDT’s marketing and sales plan within the board approved budget objectives of Dallas Black Dance Theatre, Inc.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties and responsibilities may be assigned.

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- Plan, coordinate and implement ticket sales strategies and campaigns for DBDT’s Dallas season of performances to meet financial goals in annual budget.
- Aggressively promote ticket sales, monitor marketing results and track and maintain database of contacts.
- Solicit and sell DBDT tickets to performances including season subscriptions, single tickets, group sales and special promotional packages using on-site presentations, digital promotions and targeted outreach to corporations and community constituents.
- Manage the overall operation of the ticket handling for DBDT including the pricing, sale, and accounting for all tickets sold for programs and events.
- Coordinate handling and distribution of all DBDT complimentary and corporate ticket offers, community/promotional give-a-ways and in-house distribution for VIP customers, donors, etc.
- Coordinate external Box Office sales reporting and inventory management processes and reporting with DBDT.
- Provide fast, efficient frontline customer service and problem-solving for patrons.
- Develop short-term and long-term sales plan for audience development growth in conjunction with goals/objectives set by DBDT’s strategic plan for marketing and audience development.
- Plan, coordinate and implementation of sales plan for major fundraising events as designated by Board of Directors.



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- Work closely with the Marketing Director, Executive Director and Artistic Director to insure the coordination, integration and success of plans and activities implemented to conduct ticket sales for Dallas Black Dance Theatre.
- Serve as principal contact with AT&T Performing Arts Center and ensure compliance with all venue service standards and contract provisions.
- Assist with the collection and dissemination of marketing information as related to ticket sales and customer service goals.
- Prepares ticket sales reports or event settlements and assists DBDT Accounting in settlement with AT&T Performing Arts Center. Creates reports to assist Director of Marketing and/or Executive Director in marketing and promotion decisions.
- Prepares ticket sales reports/data reports/statistics from all digital platforms used to record sales.
- Handles complaints, ticket problems, and customer service issues in a professional and courteous manner.
- Maintains and regularly updates calendars, electronic messages and other ticket office information platforms with event information, sales dates, prices and times.
- Manage patron and client satisfaction surveys, compilation, reporting and follow-up.

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

### **EDUCATION and/or EXPERIENCE**

- Bachelor's Degree Required (Communications, Marketing, Advertising or Public Relations) and four years minimum related experience and/or training; or equivalent combination of education and experience.
- Experience in arts and culture strategic marketing for traditional and digital audiences preferred.
- Demonstrated knowledge of computerized ticketing systems; accounting and finance procedures including record keeping and reconciliation.
- Advanced skills in utilizing Microsoft Office Word programs, social media platforms and website platforms.
- Experience with complex ticketing management systems (Knowledge of Tessitura is strongly preferred).
- Able to work flexible schedules including evenings, weekends and holidays.



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**SKILLS**

- Excellent verbal and written communication skills that include the ability to write creative and effective business memos and correspondence.
- Ability to effectively present information in one-on-one situations and make formal presentations to patrons, corporate and professional groups.
- Excellent skills in customer relations and problem-solving.
- Qualified applicants must be self-motivated, possess strong organizational skills and able to work independently.

**WORK ENVIRONMENT**

The work environment is fast-paced, dynamic, results-oriented, innovative, fun and values responsibility and accountability. Employees must pass a background check and meet the Center for Disease Control's highest standards and protocols for COVID-19.

Dallas Black Dance Theatre's benefits include employer-provided health, dental and vision insurance, life insurance, and a retirement plan.

To apply for this position, email your cover letter, resume and salary requirement to **marketing@dbdt.com** by August 31, 2023. Principals only. No recruiters or phone calls, please.