

Audience Services Manager Position Description

TITLE: Audience Services Manager

REPORTS TO: Director of Marketing

DEPARTMENT: Marketing

FLSA: Full-time Exempt

DATE: 7/1/2021

POSITION DESCRIPTION:

The Audience Services Manager leads Woolly Mammoth in all its audience-facing and ticketing operations needs. For each production, the ASM sets the guidelines and best practices for the box office, house management team, and concessions. The ASM oversees all audience services staff to ensure courteous and efficient customer service to all patrons. This position is a critical member of the Marketing Team helping to iterate and integrate earned revenue strategies.

Furthermore the ASM will execute all ticketing needs, including building performances in our ticketing software, setting up subscriptions, single tickets, and other related ticketed events. This position will maintain the ticket database according to company guidelines for storing data and stay up to date on new releases and upgrades from Tessitura Network.

DUTIES & RESPONSIBILITIES:

Position Specific Responsibilities:

- Oversee all Audience Services Operations
 - Manage, motivate, and schedule part time Audience Services staff, including Box Office, Concessionaires, House Managers, and the part-time regular Audience Services Associate
 - Ensure all patron-facing staff appropriately represent the brand and embody our guiding principles while providing a stellar customer service experience for patrons
 - Recruit, hire, and onboard new Audience Services Staff members
 - Coordinate with New Work, Connectivity, and Development to develop and implement institutional and show-specific customer service initiatives
 - Lead regular Audience Services meetings
 - Process payroll for Audience Services Staff
 - Handle outstanding and escalated customer service concerns
 - Coordinate accessibility services such as captioning, ASL interpretation, and wheelchair access for performances
- Manage all Ticketing Operations in Tessitura CRM
 - Build new productions and packages for on-sales
 - Work Cross-Departmentally to coordinate ticketing for all events at Woolly (fundraisers, cultivation, Connectivity events, classes, etc.)
 - Maintain relationships with Third Party and Consignment companies such as TodayTix and Goldstar
 - Build and maintain ticket sales report(s)
 - Troubleshoot issues with Tessitura as they arise
 - Work closely with the Creative Content Developer to ensure Tessitura integration on the website
 - Process subscription sales
 - Work with the Director of Marketing to strategize and enact renewal and acquisition strategies both for subscriptions and single ticket campaigns
- Manage Merchandise and Concessions Purchasing and Sales alongside Audience Services Associate
 - Source and order all concessions and merchandise items
 - Keep track of stock and place reorders as necessary

- o Using Nobly - Woolly's concessions POS - to manage concessions inventory, run sales reports, and train concessionaires on food & beverage service
- o Periodically tidy and organize the concessions closet and merchandise displays.
- o Stay up to date on Alcohol & Food Licenses
- Maintain expense budget for the Audience Services Department, including Staffing costs and Concessions costs, and work with the Director of Marketing on creating Audience Services budget for future fiscal years
- Maintain positive working relationship with Parking Garage at 616 E. St. including ordering new vouchers for patrons
- This position will serve as a key member of Woolly's accessibility committee
- Represent Woolly to external patrons and visitors when the building is open, including taking in mail and packages
- All other duties as assigned

Company-Wide Responsibilities:

- Commit to Woolly's policy of anti-racism and radical inclusivity. This includes participating in anti-bias/anti-harassment training, familiarizing yourself with the policies in the employee handbook, using Woolly's Liberation Library as an educational resource, engaging in EDI work at Woolly, and furthering your own independent journey with anti-racism.
- Cross-departmental collaboration, including participating in at least one Woolly working group, committee, and/or taskforce outside of your own department.
- Advocate for policies both internally and externally that further advance Woolly's stated values on an organizational, local, and national scale.
- Contribute in meaningful ways to the culture. See "Our Culture at Woolly" section below for more information.
- Act as an ambassador for Woolly Mammoth in the local community and beyond.

SUPERVISORY RESPONSIBILITIES:

- Responsible for providing employees timely, candid, and constructive performance feedback; developing employees to their fullest potential and providing challenging opportunities that enhance employee career growth; developing the appropriate talent pool to ensure adequate bench strength and succession planning; recognizing and rewarding employees for accomplishments. Additionally this position will:
 - o Select, train, and develop an effective and efficient staff including:
 - o Interviewing applicants and select new employees;
 - o Supervising the department orientation and training of new employees;
 - o Recommending salary increases, promotions, transfers, disciplinary actions, and dismissals in conformance with company policy and procedures; and
 - o Conducting annual performance reviews.
- Have substantial knowledge of leadership, teamwork, and management principles in line with the values of the organization.
- **Direct Reports:** Audience Services Associate; Box Office Supervisors; Box Office Associates; Front of House Manager; House Managers; Concessionaires.

QUALIFICATIONS:

- **Experience:**
2+ years experience in Customer Service; Ticketing Databases
- **Essential Knowledge, Skills, and Abilities:**
 - o Strong knowledge of ticket systems is required and Tessitura knowledge is preferred.

- Ability to learn and master various softwares for internal and external operations, including but not limited to, accounting, resource management, web/IT, and security.
- Customer Service and Operations background, specifically for live events
- **Other Skills or Qualities:**
 - Active engagement and leadership development in your individual position is integral to the overall health of our organization. This will be reviewed and defined with your supervisor to set individual goals. Woolly encourages employees to take personal responsibility and pride in their work.
 - See the larger picture and pull out the relevant details to diagnose problems. Think creatively about how to solve problems including new ways of working together. Woolly values innovative thinking, big ideas, and bigger passion.
 - Collaborate with and adapt to a wide variety of people and personalities, working styles, and artistic visions.
 - Creative problem-solving and troubleshooting skills
 - Effective and clear communication skills
 - Ability to manage several projects simultaneously
 - Proven supervisory experience or personnel management

WORKING CONDITIONS:

- ASM generally works Mon-Fri, 10am-6pm from a glass office in Woolly's lobby.
- There is regular movement required around the lobby to greet guests, assist with box office operations, and interface with the public.
- Extending viewing of computer screens.
- Some evening and weekend work required.
- Some travel required.
- Lifting and moving 10-30 pounds
- Woolly Mammoth Theatre Company is located in Washington, D.C.'s Penn Quarter neighborhood. It is air-conditioned, located in a wheelchair accessible building, and in close proximity to public transportation.

COMPENSATION:

- **Starting Salary:** \$45,000
- Woolly Mammoth Theatre Company recognizes that conversations about salary can be difficult. In recognition of the necessity for top-tier talent, we strive to provide pay that meets the market by leveling with industry peers to determine the pay range for each position. Where the employee falls in that range is determined by experience and skill set. Woolly will work hard to administer the compensation program in a manner that is transparent, consistent, and equitable across the company.

OUR CULTURE AT WOOLLY:

At Woolly, our culture is driven by our stated core values of radical inclusivity, creative risk-taking, relentless inquiry & experimentation, world-class excellence, and innovation. We expect both personal and collective accountability in how these values are applied to the work of each employee of WMTC. We acknowledge that Woolly Mammoth has upheld and benefited from systems of oppression in our country and we aim to do better; using the principles of anti-racism to guide our actions and decision-making. How we do things is as important as what we do, and we expect our core values and anti-racist practices to influence the way we work together as a team. We strive to center openness, integrity, and care in our policies, processes, and how we interact with one another. We embrace a culture of transparency, accountability, and mutual respect as the foundation of all our collaborations, both inter-departmentally

and externally. We take seriously our role as a civic leader, and strive to address local and national challenges using our knowledge, skills, commitment, and resources. As part of this work, all employees are expected to develop meaningful internal and external relationships that are mutually beneficial and impact-aware. We believe that everyone in the Woolly community is worth engaging in conversations about the art we make and how that art intersects with the world. We lean into the unconventional, especially if a nontraditional and inventive approach will help us reach new understandings of our art form, our industry, and our world.