

AUDIENCE SERVICES MANAGER Position Description

TITLE: Audience Services Manager

REPORTS TO: Director of Marketing

DEPARTMENT: Marketing, Communications, & Audience Services

FLSA: Full Time Exempt

DATE: August 23, 2023

POSITION DESCRIPTION:

Woolly Mammoth Theatre Company seeks an Audience Services Manager to create a superior audience experience. This position is responsible for ensuring that each patron of Woolly Mammoth has an excellent experience by managing the total patron journey to and through the theatre—from the box office to the lobby, concessions, ushers, and beyond. The Audience Services Manager also manages audience services staff and volunteers, and ensures accessibility for all audience members.

DUTIES & RESPONSIBILITIES:

Box Office Management:

- Manage Audience Services Associates for daily box office coverage, customer service, and team support.
- Manage box office representatives: hiring, scheduling, training, and ongoing performance management.
- Work closely with the Ticketing & Web Manager to establish box office processes utilizing Tessitura.
- Set customer service standards for box office representatives.
- Organize outbound call campaigns and upsell strategies to support sales goals.
- Oversee group sales efforts, create and track group outreach plans, and manage staff who work with groups.
- Work with Ticketing & Web Manager on ticketing needs in Tessitura, including but not limited to complimentary tickets, holds, consignment booking, or troubleshooting.

Concessions & Merchandise Management:

- Oversee concessionaires and Audience Services Associates in concessions management, including scheduling and training staff, procurement, and updating POS system.
- Oversee ordering, pricing, display, and sales of merchandise with Audience Services Associates.
- Report to Director of Marketing and Finance team regarding revenue from concessions and merchandise sales.

House & Usher Management:

- Oversee house management best practices and processes for the company.
- Manage house managers: recruiting, training, scheduling, and ongoing performance management.
- Manage volunteer ushers: recruiting, training, scheduling.
- Establish usher protocol and best practices.

Accessibility Management:

- Serve as chair of the Accessibility Committee
- Coordinate scheduling of ASL-interpreted, open-captioned, audio-described performances, and other accessible performances with the production team and service providers.
- Oversee facilitation of accessible performances night-of-show.

Other responsibilities:

- Provide excellent customer service to patrons.
- Management of Audience Services budget and reconciliation with Director of Marketing.
- Work with Associate General Manager & Director of Marketing on plans related to use of lobby/front-of-house spaces and on developing, training, and executing emergency and safety protocols
- Create, plan, and/or assist with audience engagement events, affinity nights, pop-up amenities, and/or surprise-and-delight campaigns in collaboration with the Director of Marketing and other Woolly staff.

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:
 - Select, train, and develop an effective and efficient staff including:
 - Interview applicants and select new employees;
 - Supervise the department orientation, show-by-show meetings, and training of new employees;
 - Recommend salary increases, promotions, transfers, disciplinary actions, and dismissals in conformance with company policy and procedures; and
 - Conduct annual performance reviews.
- Have substantial knowledge of leadership, teamwork, and management principles in line with the values of the organization.
- **Direct Reports:** Audience Services Associates (2), Box Office Supervisors, Box Office Associates, House Managers, Concessionaires

QUALIFICATIONS:

- **Experience:**
 - 3+ years of customer service experience.
 - 2+ years working for a cultural organization.
 - 2+ years of supervisory & management experience.
- **Essential Knowledge, Skills, and Abilities:**
 - Excellent customer service skills.
 - An innovative perspective of what makes a superior audience experience, and an interest in the idea of Radical Hospitality.
 - A passion to motivate part-time staff and volunteers.
 - Superior organizational skills.
 - Ability to stay calm under pressure.
 - Strong verbal and written communication skills, and ability to provide clear direction to a variety of people.
 - An eagerness to collaborate with colleagues in a variety of departments.
 - Previous knowledge of Tessitura (or other ticketing CRM systems) is preferred.
- **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.

WORKING CONDITIONS:

- Normal office environment.
- Extending viewing of computer screens.
- Some evening and weekend work required, particularly during show runs.
- Some travel required.
- 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:** \$54,000
- 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.