

**Manager of Audience Services and Communications**

Full Time, salaried \$32k/year

Evenings and weekends required

Alleyway Theatre is under new leadership this season and beginning to expand. The small team of collaborators work closely to plan and implement all the company's activities, and this position will be a valued part of the senior staff, contributing to the overall health of the 41-year-old, non-profit theatre company. As one of a three-person team, the Manager of Audience Services and Communications will participate and contribute to conversations and workload in all areas of operation including artistic, marketing, development, education, programming and production.

Alleyway is specifically looking for someone to contribute to the overall well-being of the company, whose ideas and contributions will be heard and valued. This is an exciting time to join the company as it pivots out of the pandemic, and into a time of new leadership and growth.

The Manager of Audience Services and Communications (MASC) will oversee the daily operations of ticketing services and processes for all Alleyway Theatre events and rentals in the building. Additionally, the MASC will work closely with Managing and Artistic Directors to plan and implement communications materials for marketing and public relations. This is a highly visible, public-facing role, and will require excellent interpersonal, management, time-management, and proofreading skills and incredible attention to detail. This person will ensure a smooth and efficient operation of ticketing sales and reporting, and financial accountability.

**Key Responsibilities**

Report to and work closely with Managing and Artistic Directors to:

- plan and set up ticket sales for all productions and events in the building throughout the year
- work the box office during all performances in the building (evenings/weekends), interacting with patrons as the first line of communication
- oversee and manage all ticket sales, reports, and settlements; handle cash and credit reconciliations
- plan, coordinate, generate and execute communication to media across all platforms
- manage style, branding and imaging, and written verbiage in press releases & marketing materials
- generate and implement reports to track audience data and surveys
- lead by example in demonstrating exceptional customer service skills, responding promptly to customer and vendor calls

**Qualifications**

- Must be able to work well independently, and to manage and train others
- Excellent verbal and written communication and documentation skills; attention to detail
- Must be able to successfully handle multiple priorities in sometimes high stress situations
- Must be responsible, able to creatively problem solve and think and plan critically and strategically
- Proficiency in both Windows and Mac environments, including Word, Excel, GSuite, and be able/willing to learn new software, including AudienceView
- Must accommodate a flexible schedule including nights and weekends.

- Should have cash handling experience
- Should be able to interface with the public, oversee a large crowd of people, and possess conflict resolution skills.
- Must be willing to work in an environment promoting collaboration, authenticity, honesty, accountability, independence, trustworthiness, and responsibility.
- Should possess a love for theatre and the performing arts

#### Preferred qualifications

- Experience in box office and/or customer service work
- Experience managing others
- Web design, experience with Webflow, and the Adobe Suite (Photoshop, InDesign, Illustrator)

#### Hours

- A 40-hour work week, varying in times. **MUST INCLUDE ALL EVENINGS AND WEEKEND PERFORMANCE TIMES, supplemented by daytime office hours.** A possible schedule might be as follows but will be flexible based on variable performance times throughout the year.
  - o Mon, Tues: Off
  - o Wed, Thur, Fri, Sat: 1pm-9pm
  - o Sun: 12noon-8pm

These duties, responsibilities, and requirements listed are the minimum requirements of the position and are not all-inclusive. Additional functions and requirements may be assigned by supervisors as appropriate and needed. Alleyway Theatre functions as a collaborative team and thrives when everyone works together toward the common goal.

At Alleyway, we celebrate stories of everyone. So, as we hire and cast, we're committed to creating an equitable and accessible, diverse and inclusive, joyful community of artists and staff. We seek a staff representing the breadth of humanity; people of all genders, races, abilities, and ages should apply.

No phone calls, please.

Submit cover letter, resume, and references to [HR@alleyway.com](mailto:HR@alleyway.com)

Applications will be reviewed as submitted, and position will be filled ASAP.

Expected start date: June 7, 2021.