



Job Description

- TITLE:** Box Office and Marketing Manager
- REPORTS TO:** Vice President of Marketing, General Manager
- SUPERVISES:** Third Party Box Office, Temporary Box Office Staff
- JOB SUMMARY:** The Box Office and Marketing Manager is responsible for executing the day-to-day operations of the box office, providing a small amount of front line customer service to SP&O patrons, processing subscription ticket orders, providing accurate box office reports and working with the Vice President of Marketing to implement an annual marketing, communications and public relations campaign.
- HOURS:** Monday – Friday, 9:00 am – 5:00 pm
Events as needed

JOB DUTIES AND RESPONSIBILITIES:

The following list summarizes the duties and responsibilities of the Box Office and Marketing Manager, and can be modified at any time by the Executive Director.

Box Office

- Foster and maintain a strong working relationship with the box office staff at the Sacramento Community Center Theater (CCT)
- Provide moderate volume of front-line customer service for SP&O patrons
- Work with CCT staff to set up events, maintain seating manifests, maintain financial records and manage the preparation, presentation and settlement of all event box office statements
- Advise and assist with the implementation, reporting and generating of event reports using the ProVenue ticketing system
- Manage all buyer and discounts codes to track ticket sales data
- Execute the daily, weekly, monthly and yearly sales of tickets and entering and submitting data as required
- Reconciling any issues between ticket sales and the financial department, including shortages or overages in ticket revenue
- Develop and maintain documentation and training material of box office policies and procedures
- Hire, train and supervise any temporary box office staff
- Demonstrate excellent customer service skills, respond promptly to customer service inquiries and requests, and train all box office personnel in customer service standards
- Complete all daily close reports and submit to the Finance Manager for daily review
- Maintain physical and electronic filing systems, including marketing and development data management systems
- Represent SP&O in the box office at all concert events

Marketing, Communications and Public Relations

- Work with the Vice President of Marketing to implement all aspects of season subscription and renewal campaigns; oversee the acquisition of prospect lists, production of all campaign materials, and work of outside contractors; monitor the progress of campaigns and provide progress reports and analyses of results
- Work with the Vice President of Marketing to implement a year-round single ticket sales campaign, including the design and placement of print and electronic advertising, special promotions, and corporate sales; provide periodic progress reports
- Work with the Vice President of Marketing to develop and oversee implementation of a program to communicate the organization's plan and activities to the media and to convey an image consistent with the policies and objectives of the organization
- Work with the Vice President of Marketing to develop and produce all materials used to support the organization's activities, including subscription brochures, print ads, posters, signs, electronic media, advertising copy, telemarketing scripts, press releases, newsletters, and program books; ensure the quality, consistency and accuracy of all organizational communications
- Work with the Vice President of Marketing to develop a group sales program and other targeted ticket sales programs; monitor and report on results
- Monitor ticket sales results by event and coordinate implementation of strategy adjustments to maximize earned revenue
- Manage all social media platforms and create content for distribution through social media
- Coordinate media placements as directed
- Set up and take down marketing materials in the concert hall lobby for all concert events
- Work closely with the General Manager to maintain budgets for each campaign; monitor the progress of each campaign and make adjustments as necessary
- Ensure that all organizational communications meet all corporate donor benefit requirements, including print ads, online recognition, program book recognition and lobby signage at performances
- Attend all orchestra performances to act as liaison to the public; oversee distribution of tickets to press and VIPs; participate in artist hospitality as requested
- Develop and maintain relationships with local business and arts leaders to enhance the organization's marketing and public relations efforts; work to enhance public understanding of and support for the unique role of the organization in the community
- Perform other duties as assigned by the General Manager or Executive Director