

METRO THEATER COMPANY
JOB POSITION DESCRIPTION: AUDIENCE OUTREACH COORDINATOR

STATUS: Part-time Annual

PRIMARY REPORT: Director of Marketing and Communications

BROAD FUNCTION: To solicit, negotiate and process performance bookings and group sales for Metro Theater Company. In service of meeting audience and budget goals, the Audience Outreach Coordinator (AOC) will develop and maintain relationships with audience “gatekeepers” (e.g. – educators, organizations, houses of faith, community hubs) on behalf of Metro Theater Company.

The AOC will also be responsible for scheduling school groups and performances and relating that information to the stage manager and cast in a timely and accurate manner.

Finally, the AOC will assist in planning and manage logistics for community engagement events as well as fundraisers.

PRINCIPAL RESPONSIBILITIES:

- Work with Marketing and Communications Director to set and achieve attendance goals for productions and tours.
- Solicit, negotiate and process school, group and other organizational bookings according to defined procedure working
- Maintain a highly professional and helpful attitude with a focus on building relationships
- Document sales activities in electronic database. Maintain accurate customer records ensuring all historical and current data is correct and entered into database
- Research sales leads as directed by the Marketing & Communications Director
- Develop a thorough understanding of MTCs offerings
- Support in the development and maintenance of relationships with diverse audiences through clear communications with local and regional tour presenters and audience groups from across the St. Louis region
- Represent Metro Theater Company to external parties with courtesy and professionalism
- Maintain an accurate system of filing of bookings and related correspondence both physically and electronically
- Additional projects as requested
 - Assist in conceptualizing and planning community engagement events
 - Serve as Box Office Manager if needed and assist in supervising front of house including taking tickets, fielding customer phone calls, usher, distribute programs, etc
 - Assist in database management and upkeep including enter contact information into contact management systems
 - Assist in direct marketing and promotion of educational products including camps and workshops
 - Assist in Social Media, calendar updates, reviewer/media relations including online marketing and promotion
 - Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
 - Assist in the distribution or delivery of marketing materials
 - Assist with execution of trade shows
 - Perform analysis of marketing and sales data
 - Maintain tracking report of public relations activity including Search for and catalogue press clippings
 - Help schedule and coordinate speaking engagements, appearances, photo shoots, and other special events
 - Assist with mailings, print production

QUALIFICATIONS:

- Computer literacy and knowledge of Microsoft Word, Excel, Internet
- A proven track record of sales and excellent customer service
- Ability to work in a constantly busy work environment with a high level of time management
- Good communication skills including problem resolution
- Attention to detail
- Experience in planning and scheduling tours
- Team player
- Sense of humor
- Flexibility regarding work schedule
- Interest in the arts/theater

TO APPLY

Please e-mail resume with cover letter, references, and salary history to: jobs@metroplays.org, subject line: Audience Outreach Coordinator. EOE. No phone calls or visits please.

ABOUT METRO THEATER COMPANY

Metro Theater Company (MTC) is St. Louis' premier professional theater for youth and families. Founded in 1973, MTC has received numerous local and national awards for theater and education and has served more than 2 million children and families. MTC tours serve youth locally, regionally and nationally, while mainstage productions engage thousands of St. Louis children and families annually. Education programs run year round, primarily using the arts to teach core curriculum (e.g. literacy and STEM), community building, diversity and inclusion, character education and life skills.

***Mission Statement:** Inspired by the intelligence and emotional wisdom of young people, we create professional theater, foster inclusive community, and nurture meaningful learning through the arts.*