



JOB DESCRIPTION

Position: Associate Director of Sales + Patron Services
Department: Sales and Marketing
Reports to: Executive Director, Phil Koester

ABOUT

Join the team of one of Louisville's anchors in the Arts Community. As the 5th oldest ballet company in the United States, Louisville Ballet is internationally recognized and celebrated. Louisville Ballet includes the Company, charged with creating and performing our main stage productions; The Louisville Ballet School, where dance students of all ages study classical ballet technique and artistry; and our Community Engagement programs that bring dance education and experiences directly to our community.

MISSION

Louisville Ballet makes moving art that respects tradition, encourages innovation, and fosters life-long learning. We inspire connection, conversation, and a profound sense of community, by striving for bold collaborations, by nurturing the next generation of artists, by celebrating diversity, and by creating access for all.

CORE VALUES

Be creative. Be collaborative. Be disciplined.

STATEMENT ON DIVERSITY, EQUITY, AND INCLUSION

Louisville Ballet is fully committed to fostering the principles of diversity, equity, and inclusion. Louisville Ballet's commitment to diversity, equity, and inclusion encompasses every aspect of our programming and services. Louisville Ballet embraces all groups, communities, and individuals regardless of race, ethnicity, national origin, gender identity, sexual orientation, socio-economic status, religion, age, or disability

POSITION PURPOSE

Louisville Ballet seeks a skilled Associate Director Sales + Patron Services to join our team. The ideal candidate will have 5+ years experience, preferably within performing arts organizations of comparable size and scope; outstanding communication and relationship building skills; and a demonstrated understanding of sales strategy and initiatives, with a strong background in customer service, preferably at a management level.

The Associate Director of Sales + Patron Services is responsible for providing a high quality experience for all patrons – from first-time patrons to long-term subscribers – and for proactively building the patron base. This role will drive strategies and implement tactics to increase overall ticket revenue. Specific sales strategies include a focus on group and corporate sales initiatives. This position is also responsible for Box Office Ticket operations, providing oversight for the daily activities required for the accurate processing, handling, distribution, reconciliation and documentation of all ticket sales, subscriptions, patron concerns and reports through the Tessitura customer relationship management software. The Associate Director of Sales + Patron Services partners with the entire staff to generate enthusiasm and build beneficial relationships with patrons, volunteers and community members to positively impact attendance at performances, to expand subscriptions and donations, and to increase community engagement.

ESSENTIAL JOB FUNCTIONS

- Responsible for ticket sales strategy and ticketing operations, working closely with the Executive Director and Director of Content and Creative.
- Use data to implement market segmentation, targeting and pricing strategies and modify approaches as needed
- Monitor and report on sales in real time to react as needed and develop promotions and incentives

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- Oversee operations of the Box Office, as carried out by Patron Services Coordinator.
- Ensure the smooth and efficient set-up of facilities, events, pricing, and modes of sale for all events across all departments
- Support finance team with the financial reconciliation of all events running through Tessitura.
- Maintain set-up of financial module (fiscal years) in Tessitura, supporting accurate use of annual budget and general ledger codes within the system to ensure proper reporting
- Strategically develop relationships with corporate sectors to increase ticket sales
- Develop an annual budget that includes season ticket buyer and single ticket sales forecasts. Currently responsible for \$1.2M of ticket revenue and managing related expenses
- Responsible for ticketing sales goals in strategic plan: doubling subscribers, increasing ticket sales revenue, establishing a group and corporate sales program, coordinating subscriber benefits, and representing Louisville Ballet in person during productions and auxiliary events.

PROFESSIONAL REQUIREMENTS

Must have a relationship-based approach with a strong sales background and customer service focus. The Associate Director of Sales + Patron Services must be highly detail-oriented, self-motivated and a strategic thinker. This position requires strong communication skills, a high degree of responsibility and productivity, successfully juggling multiple projects in a fast-paced environment.

The Associate Director of Sales + Patron Services must possess:

- Bachelor's degree or equivalent, in marketing, communications, arts management, or related field.
- Proven Sales experience. Box Office experience is preferred.
- Strong leadership skills, including strategic thinking and project management.
- Excellent communications skills, including written and spoken communications.
- High level of emotional and social intelligence.
- Proven ability to work independently and collegially with a range of internal and external stakeholders.
- Appreciation for the performing arts and their value to individuals and the community.
- High level of personal responsibility, initiative, and self-motivation.
- Ability to juggle multiple projects in a fast-paced environment.
- Proficiency with Microsoft Office Suite and Google Workspace.
- Familiarity with customer relations management software, Tessitura preferred.
- Flexible schedule with the ability to work some nights and weekends.

SALARY

The salary range for this position is \$45,000 - \$55,000 based on experience and expertise.

BENEFITS

- Traditional benefits package including medical insurance, paid time off, access to free performances, free courses at The Louisville Ballet School, staff discount on all Ballet Services, and so much more.
- The flexibility of being mostly in the office with options to work from home when necessary.
- A supportive environment for working parents and busy professionals, including graduate and doctoral students.

TO APPLY

Please send a letter of interest, resume, and salary requirements to: Phil Koester, Executive Director at pkoester@louisvilleballet.org.