



Sales and Outreach Manager Job Description

Lexington Children's Theatre

Posted: August 17th, 2023

Position: Sales and Outreach Manager

Reports To: Director of Marketing and Analytics

Compensation: \$29,000 – 31,000 + \$7,000 benefits package (health insurance and retirement match)

FLSA: Non-exempt

About Lexington Children's Theatre:

Lexington Children's Theatre's (LCT) mission is to create imaginative and compelling theatre experiences for young people and families. Our vision is to impart, explore, foster, and develop artistry at all levels and ages in every theatrical discipline and educational opportunity through inclusive, diverse, equitable, and accessible programming and practice.

Now in its 85th season, Lexington Children's Theatre is the state youth theatre of Kentucky and serves over 120,000 young people and families in a season. Over the past several years, LCT has strengthened its dedication to arts accessibility through innovative ticketing models, sensory-friendly performances, ticket assistance, and Pay What You Will performances. We are committed to the values of equity, diversity, accessibility, and inclusion and have set goals and benchmarks to further our anti-racist trainings and practices. The organization maintains its dedication to the vitality of storytelling and the role it can play in the lives of young people. It is through diverse, engaging, and imaginative stories; theatre for youth will impact the futures of our young people in support of a better tomorrow.

About the position:

LCT is seeking an organized, creative, and self-motivated sales professional for our Sales and Outreach Manager. Reporting to the Director of Marketing and Analytics, this position is responsible for two primary areas: Tour, School, Group, and Retail Store Sales and Outreach and Community Engagement. This individual will also work as needed with the rest of the Arts Administration department to accomplish all marketing for the theatre and maintain sales through excellent patron communication and engagement.

The ideal candidate will:

- Be a focused and driven salesperson for our touring and school productions.
- Serve as an ambassador for the theatre, strengthening LCT's brand through strategic communication and community engagement.
- Be detail-oriented, organized, and able to successfully maintain multiple projects.
- Maintain excellent sales records and systems and be able to work towards a projected sales goal each year.
- Function well as a part of LCT's Arts Administration team.

The essential functions include, but are not limited to, the following:

Sales Responsibilities

- Sell and book all performances for LCT's Touring Company and School Day performances.
 - Cultivate relationships with teachers, site contacts, and venue managers throughout Kentucky and beyond with the objective of reaching and/or surpassing projected sales goals each year.
 - Supervise and train Associate Artists/Tour Managers in the completion of their administrative responsibilities while they are on the road.
 - Serve as Front of House representative for all school day field trip performances at the theatre.
- Group Sales
 - Identify and establish relationships with key contacts, patrons, and business to sell group ticket orders.
 - Receive and fulfill group sales, respond to inquiries, distribute tickets, etc.
- Maintain and operate the LCT Retail Store
 - Research and/or purchase/design potential items to sell at the LCT Retail Store during designated productions.
 - Create a budget for projected costs vs. projected sales.

Community Engagement

- Actively seek partnerships with local community organizations, businesses, and schools to grow LCT's sales and serve as a representative at various community events.
- Build relationships with local media outlets, schedule, and communicate all media interviews, appearances, and reviews.
- Schedule Discover More Events as needed in conjunction with shows.

Other

- Work with the Administration team as needed to create marketing materials for the theatre.
- Serve as Front of House representative for public shows and events on evenings and weekends as needed.
- Assist with Box Office functions as needed.

Knowledge, skills, abilities and preferred qualifications:

- Bachelor's degree or equivalent related professional experience.
- Outstanding written and verbal communication skills.
- Highly organized with strong personal initiative.
- Proficiency with MS Office Suite including Word, Excel, and Outlook.
- Ability to manage multiple projects and competing demands.
- Comfortable traveling with touring company on occasion.
- Knowledge of AudienceView ticketing system, Constant Contact, Jotform and Monday.com a plus.

Compensation: Salary commensurate with experience. The range of benefits includes paid medical insurance, paid time off, a two-week winter holiday break, and retirement plan with employer match.

To Apply: Applicants interested in applying for this position must email a cover letter and resume by September 5th to: lct.hiring@gmail.com.

Should you advance to a finalist for this position, successful completion of background screening will be required, including references.

No phone calls please.

Lexington Children's Theatre is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, genetic information (including family medical history), political affiliation, military service, or other non-merit-based factors.