

AUDIENCE ENGAGEMENT & SALES SPECIALIST

Status: Full-time, permanent position

Salary range: \$38,000 – \$45,000 with benefits

The Segal Centre for Performing Arts is a not-for-profit theatre company and registered charity dedicated to nurturing, producing and presenting world-class English-language theatre, and to showcasing the best professional artists from Montreal and beyond. Founded in 1967, the Segal Centre has expanded to become a nationally recognized venue for the performing arts, in addition to enriching educational programming & Jewish cultural events. With core values of creation, innovation, diversity and collaboration, the Segal believes in the power of the arts to strengthen and connect communities and is committed to offering relevant, engaging, and accessible programming.

Located in the Côte-des-Neiges – NDG borough, the Segal Centre is an agency of Federation CJA and recipient of public funding from all three levels of government. It collaborates regularly with both community organizations and other professional theatres from a local to an international level.

POSITION SUMMARY:

The **Audience Engagement & Sales Specialist** will work to fulfill the Segal Centre's strategic priority to ensure sustainability by growing and evolving its audiences, both new and current.

We are seeking a dynamic, strategic and results-driven individual to propose, create and implement ticketing, engagement and marketing plans that will maximize revenue, new patron growth and satisfaction. The Audience Engagement & Sales Specialist reports directly to the **Senior Marketing Associate**, while maintaining key relationships with development, box office, front of house & communications staff, working closely and coordinating on a regular basis to implement these plans.

The ideal candidate will be a creative thinker who demonstrates an entrepreneurial spirit and a gift for effectively sharing their ideas and enthusiasm. They will be passionate about driving engagement and inspiring loyalty across our portfolio of projects, have a strong understanding of digital analytics and KPI tracking as well as an ability to develop creative solutions based on current trends. This person should be a self-starter who is highly detail oriented, sales oriented, organized and assertive with excellent communication and presentation skills, who also thrives in fast-paced, ever-changing environment.

As a not-for-profit organization, accessibility and inclusiveness are among our core values, and are a constant consideration in all new strategies. An interest in fostering and encouraging relationships with new patrons and in removing barriers to participation in our programming is a major asset.

Knowledge of Montreal's Jewish community is likewise an asset, given that it constitutes a significant proportion of the Segal Centre's core audience and plays an important role in our history. It should be noted that our mandate includes the exploring of Jewish culture and identity through the arts.

Training / professional development will be provided to the chosen candidate in the use of the Theatre Manager system and analytics / evaluation tools.

RESPONSIBILITIES:

- Strategic execution and management of a comprehensive annual Audience Engagement and Growth Plan that is:
 - Revenue-based
 - Consistent with the principles of loyalty growth
- Leading our annual subscription campaign and group sales, tracking ticket sales, managing telemarketing initiatives
- Increasing accessibility and bringing in new audiences on an ongoing basis
- Making recommendations to upper management based on data analysis
- Tracking, monitoring and evaluating sales progress against targets, and patterns and trends in patron engagement
- Creating and fostering relationships with new and current groups
- Coordinating and executing sales contracts
- Maintaining organized documentation of all sales and leads and coordinating with staff to ensure flawless execution of group needs and contract details
- Being present onsite as needed in support of group sales and patron engagement
- Demonstrating ease in working with people of all cultural backgrounds and abilities

BACKGROUND:

- Experience in marketing and sales, and customer relations
- Training in data analysis, budgeting
- Bilingual
- Experience in a non-profit environment and / or arts and culture an asset
- Familiarity with Segal Centre audiences and interest in the performing arts an asset

THE IDEAL CANDIDATE WOULD HAVE THE FOLLOWING CHARACTERISTICS:

- Ability to recognize opportunities, identify critical activities and prioritize them to attain goals
- Ability to listen carefully to and understand others, both internally and externally, and proactively respond to those needs in a consistent and timely manner
- Openness to new ideas and their implementation
- Basic operational ability to use standard office software (Word, Email programs, etc.) and able to quickly learn and integrate new technology

- Willingness to maintain confidentiality at all times
- Superior organizational skills including the ability to meet deadlines, manage multiple projects and tasks simultaneously
- Strong interpersonal, leadership, collaborative, problem-solving, listening and sales skills
- Strong language skills (written and spoken)

Please send your CV and cover letter by email to Jessica Gal, jgal@segalcentre.org by **Friday, August 13th, 2021**, with **Audience Engagement & Sales Specialist** in the subject line. No telephone inquiries, please.

We thank all applicants for their interest, but only candidates selected for an interview will be contacted. All applications are considered confidential.