



# Audience Relations Specialist

**EMPLOYMENT STATUS:** Permanent, Full-time, Hybrid

**SALARY RANGE :** \$50,000-\$60,000 per year

**REPORTS TO:** Head of Marketing & Communications and Head of Box Office

## POSITION SUMMARY

The Audience Relations Specialist is a proactive, sales-driven frontline role responsible for maximizing ticket revenue through direct sales, lead conversion, and relationship management. This position actively engages prospective and returning patrons to drive single-ticket sales, subscriptions, and group bookings, while delivering an exceptional patron customer service experience.

Leveraging marketing-generated and Public Relations (PR) -generated leads, outreach campaigns, and community visibility, the Associate converts interest into confirmed attendance and fosters long-term patron loyalty and retention.

## KEY RESPONSIBILITIES & TASKS

### 1. Box Office & Patron Services Operations

- Act as the primary point of contact for ticket inquiries via phone, email, and in-person.
- Process ticket sales, exchanges, refunds, and special requests with timeliness, accuracy, and professionalism using the ticketing system.
- Offer guidance on seating options, show details, pricing, subscriptions and promotions where appropriate.
- Ensure all transactions comply with company policies, financial controls, and privacy regulations.
- Maintain a highly organized, sales-ready box office environment with up-to-date show and pricing information.

### 2. Proactive Sales, Telemarketing & Lead Conversion

- Execute outbound sales calls and targeted follow-up emails to past patrons, new leads, and lapsed or infrequent attendees.
- Deliver tailored, persuasive sales messaging aligned with current productions and campaigns.

- Manage and nurture a sales pipeline within the Client Relation Management (CRM)/ticketing system, ensuring accurate tracking of all interactions and outcomes.
- Actively promote subscriptions, newsletter sign-ups, donations, and special offers to increase lifetime patron value.

### **3. Group Sales & Community Partnerships**

- Drive group sales revenue by building and maintaining relationships with schools, community organizations, cultural groups, and religious institutions.
- Lead student group sales initiatives, including outreach, pricing discussions, contract coordination, and booking logistics in collaboration with the box office team.
- Maintain detailed sales tracking and forecasting using Excel, Google docs, or CRM tools.
- Provide regular, data-driven updates to the head of box office on group sales pipeline, contracts, payments, and performance against targets.

### **4. Cross-Functional Collaboration**

- Collaborate closely with PR, Marketing, and Outreach teams to align call lists, audience targeting, campaign messaging, and priorities.
- Participate in team meetings to stay aligned with active campaigns and revenue goals.
- Conduct timely follow-ups with community partners and affinity groups following PR-driven events, open houses, and special initiatives.

### **5. Reporting & Performance Tracking**

- Support the supervisor in producing regular sales and activity reports, including outreach volume, conversion rates, group bookings, and audience feedback.
- Use insights to continuously optimize sales approaches and messaging.

### **Key Performance Indicators (KPIs)**

- Weekly outbound call and email volume
- Conversion rate from inquiry to sale
- Number and value of group bookings per production
- Patron retention and repeat attendance rates

## **CORE COMPETENCIES & QUALIFICATIONS**

### **Core Competencies**

- Proven ability to convert inquiries into sales via phone and email.
- Warm, confident, solution-oriented sales approach.

- Self-starter who proactively identifies prospects and re-engages lapsed patrons.
- Strong collaborator across pr, marketing, and box office teams.
- Bilingual communication skills (English & French) with a persuasive and professional phone presence.
- Comfortable using CRM and ticketing systems (Spektrix or similar) for tracking and analysis.
- Strong time management skills with the ability to balance sales targets, operations, and administration.
- Cultural sensitivity and alignment with the Segal Centre's mission as a Jewish cultural institution serving diverse communities.

### **Preferred Qualifications**

- 1–3 years of experience in sales, customer service, or arts administration
- Experience in performing arts, non-profit, or cultural organizations considered an asset
- Knowledge of the Montreal arts and cultural landscape
- Bilingual (English/French) required
- Availability to work evenings and weekends for performances and events

### **Key Attributes**

- Energetic, confident, and persuasive communicator
- Target-driven with a strong customer-first mindset
- Adaptable, collaborative, and thrives in a fast-paced, goal-oriented environment
- Passionate about theatre, cultural engagement, and audience growth

## **ABOUT THE SEGAL CENTRE**

The Segal Centre for Performing Arts is a not-for-profit theatre company 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.

## **HOW TO APPLY**

Send resume and cover letter to Head of Box Office & Sales, Jean-Marc LeBlanc ([jleblanc@segalcentre.org](mailto:jleblanc@segalcentre.org)).