LES DELICES
POSITION DESCRIPTION

Position Title: Operations & Marketing Manager
FTE: 0.50
Reports to: Executive Director
Status: hourly, av. 20 hours/week
Interacts with: Artistic Director, Patrons, Volunteers, Vendors, Musicians
Salary: $16-20 per hour

Position Overview
The Operations & Marketing Manager reports to the Executive Director and is responsible for managing the organization’s production logistics, ticket sales and related marketing efforts. This is a part-time, hourly position that will average approximately 20 hours per week for 45 weeks per year. The Operations & Marketing Manager generally works out of the Les Délices offices in Shaker Heights, with flexibility to work remotely and to determine his/her own hours in consultation with the Executive Director. Various scheduled in-person meetings will be required, as will availability to work to work at all Cleveland/Akron-area concerts and outreach programs. Some evening and weekend work is required.

Responsibilities:

1. Event Production
   - Communicate with artists to coordinate details for subscription series
   - Manage all logistics with Cleveland venue partners, adhering to negotiated contracts
   - Rent or acquire any necessary equipment for performances (chairs, projectors/screens, etc.)
   - Work with volunteers to ensure concerts, receptions, etc., go smoothly

2. Box Office
   - Manage annual process of box office set-up including discounts, etc.
   - Process ticket sales made directly from Les Délices. Monitor and respond to all patron inquiries that come in through the website or the phone.
   - Monitor ticket sales in patron management system for each performance, and determine the number of seats available for walk-in sales.
   - Manage the box office at every performance. Interacts with volunteers, and reconcile cash with ticket sales.
   - Assist with audit of the patron management system’s cash collections from ticket sales and verify the accuracy of all credit card charges.

3. Marketing
   - Plan and/or implement all social media marketing strategies to leverage increased ticket sales and expand on-line presence on the website, Facebook, Twitter, YouTube, or other opportunities.
   - Coordinate the USPS and email dissemination of the season ticket brochure and individual concert reminders. Coordinate the dissemination of e-newsletters.
• Coordinate advertising. At the direction of the Executive Director or Artistic Director, identify targets for paid advertising and exchanges. Prepare a schedule for advertising activities. Contact advertising sources, negotiate terms, and follow up with all materials required for ads.
• Maintain press contact lists. At the direction of the Executive Director or Artistic Director, send press releases and other information to media.
• Coordinate meetings of the Marketing Committee.

4. Patron Support
• Assist with generating subscription and single ticket buyer communications.
• Assist with generating and mailing the annual solicitation letters. The master letter will be drafted by the Artistic Director, and she will sign each individual letter.
• Audit the patron management service’s cash collections from charitable contributions. Verify the accuracy of all credit card charges and fees charged by the patron management service.
• Generate acknowledgment letters to contributors for the Artistic Director’s signature.
• Update and maintain the patron/donor data base using the patron management system.
• Prepare reports of contributions.

5. Other Duties as Assigned

Qualifications

1. Education and Experience
• Bachelor’s degree preferred
• Experience working in an office setting
• Experience working with a performing arts organization desirable, but not required
• Music background desirable, but not required

2. Skills and Knowledge
• Excellent written and oral communications skills
• Proficiency in Microsoft Office Suite
• Understanding of leveraging social media for business
• Ability to work in a virtual office using Dropbox, GoogleDocs, and other business software
• Experience with database usage desirable, but not required
• Familiarity with concert production details and artist handling desirable, but not required

3. Behavioral Characteristics
• Detail-oriented, efficient, and well organized
• Ability to work independently and meet deadlines
• Ability to interact harmoniously with patrons and volunteers
• Flexibility and willingness to step in and help out when needed
- Positive attitude and enthusiasm for helping a start-up organization grow
- Punctual and respectful of agreed-upon arrival and departure times for programs

4. Capacity
- Must have own reliable transportation to/from office, performances, programs
- Must have own reliable phone and laptop computer

To Apply:
Please submit cover letter and resume to Les Délices Executive Director, Laura Wiegand, at laura@lesdelices.org