

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