

**POSITION:**                   **AUDIENCE CULTIVATION COORDINATOR**  
**Great Lakes Theater**

**STATUS:**                    Annual Part-Time, average 30 hours/week

Great Lakes Theater's (GLT) Audience Cultivation Coordinator helps ensure our actors play to full houses by generating ticket sales through cultivating relationships with targeted audience segments, businesses, community organizations, and promotional partners. Working with the Director of Marketing and Communications, this position will strategically and creatively engage with new and existing audiences through events, programs, and promotions surrounding our productions to provide extraordinary experiences for our audiences to encourage growth and retention.

**What you will do as part of the Great Lakes Theater team:**

- **Sales & Cultivation:** Create and execute a targeted sales & engagement plan in collaboration with the Director of Marketing & Communications to meet/exceed ticket-related revenue goals.
  - Cultivate relationships with patrons and community partners to generate group sales and single-ticket revenue.
  - Facilitate special events for groups and coordinate/fulfill all “value-added” experience enrichment requests to maximize future audience development opportunities.
  - Coordinate the GLT-related outreach efforts of Playhouse Square’s Group Sales Department.
  - Nurture existing and activate new relationships with group tour operators.
  - Administrate ticket reservations, contracting, ticket fulfillment, and payment processing.
  - Create and maintain a master calendar of engagement and group events.
  - Work with the Director of Marketing & Communications to create appropriate price points for group ticketing.
  - Use a curated list of leads generated from donation requests received to cultivate relationships and sales.
  - Provide status report updates regarding sales and engagement initiatives.
- **Community Partnerships:** Develop diverse and inclusive community partnerships to grow relationships within the larger NEO community and develop mutually beneficial programs between Great Lakes Theater and outside organizations.
- **Senior Matinee Series:** Promote, administrate and expand Senior Matinee Series programming sales.
  - Work with Education Department to coordinate audience distribution within existing Student Matinees to cultivate senior group attendance.
  - Work with the Director of Marketing and leadership to find opportunities for additional senior matinees within the production schedule.
- **A Christmas Carol Choir Program:** lead and facilitate this essential, historic program to increase diversity, inclusion, and engagement with the many varied communities within NEO.
  - Engage and book community choirs/ensembles to perform before scheduled *A Christmas Carol* performances each year.
  - Create/offer ticketing discounts and facilitate the booking/distribution of these for choir/ensemble members’ friends and families.
  - Coordinate the choir/ensemble performances on-site at the Mimi Ohio Theatre just prior to *A Christmas Carol* performances where a choir/ensemble is scheduled.
  - Work with the Director of Marketing & Communications to promote the performances at large and within the choirs/ensembles’ communities.
- **Board of Trustee Relations:** Participate as a member of the GLT Audience Development Committee.

- Attend all GLT Audience Development Committee meetings.
  - Work with Director of Marketing & Communications and Committee Chair to increase community engagement and gain more voices for this committee outside of our Board of Trustees and staff.
  - Record, generate, and distribute meeting minutes.
- **Support:** Contribute to GLT's team-centric culture by assisting other departments during peak activity periods (i.e. in-house mailings, special event support, etc.).
  - **Miscellaneous:** Other duties as assigned.

**This job might be for you if:**

You are confident, personable, and persuasive. You are an effective communicator in person, by telephone, in writing, or when presenting to large groups. You always tie up loose ends, as your follow-through is impeccable.

You are a strategic self-starter who is energetic and highly organized. You think creatively and have a strong eye for detail. You thrive in a creative/collaborative team setting.

You like learning new things and you learn quickly. When things shift, you adapt easily. You work well under pressure and are not easily flustered.

You like helping people and have a customer-service mindset. You are open, friendly, and have a great sense of humor.

You are able to work nights and weekends for theater-related events.

**You might be a great fit if you have/are interested in gaining:**

- Experience in any/many of the following related areas: sales, marketing, community outreach, special event planning
- Excellent internet & computer skills, including knowledge of the Microsoft Office Suite and Google Suite
- Experience with ticketing and/or ticket-based software (AudienceView preferred)
- Ability to synthesize/analyze data
- Working knowledge of Adobe Creative Suite or other design programs such as Canva

This is a non-salaried position with flexible weekly hours to reflect the dynamic schedule of the theater. While weekly hours will vary throughout the year, pay per pay period (every two weeks) will remain consistent. The candidate will work an average of 30 hours/week and no more than 39 hours/week during the busiest periods. Pay range for this position is \$25,000 - \$30,000 annually.

Great Lakes Theater is committed to cultivating a diverse, inclusive, and equitable team. Great Lakes Theater is an equal opportunity employer and encourages applications from all qualified candidates, regardless of gender, race, religion, national origin, disability, or sexual orientation. Black, Indigenous, People of Color, immigrants, veterans, transgender, non-binary, and people with disabilities are strongly encouraged to apply. This position will remain open until filled and until a diverse and qualified pool of candidates is identified. If reasonable accommodation is needed to participate in the job application/interview process, please contact us at [mail@greatlaketheater.org](mailto:mail@greatlaketheater.org).

**To apply:**

Interested candidates should submit a letter of interest and resume online at <http://www.greatlaketheater.org/work-with-us/employment>. Online and mail-in applications will be considered. No phone calls, please.