

## POSITION ANNOUNCEMENT: AUDIENCE EXPERIENCE MANAGER

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### SUMMARY

The Madison Symphony Orchestra (MSO) seeks a highly-motivated Audience Experience Manager (AEM). This person is an integral member of the marketing team responsible for earned income. The AEM position is a full-time salaried role with the MSO, and reports to the Director of Marketing. As part of the MSO marketing team, the AEM is responsible for managing all ticketing and customer service procedures to create the best possible patron experiences. The AEM conducts tracking and analysis for all ticket sales, identifying trends and patron behaviors that help inform future programs, budgets, and pricing. A high level of proficiency with Tessitura (or equivalent) is required.

### PRINCIPAL RESPONSIBILITIES

#### TICKETING AND PATRON RELATIONS:

- Serve as primary contact for all audience services.
- Act as lead concierge at the MSO courtesy table at all concerts.
- Serve as Overture Center Box Office liaison.
- Manage MSO Tessitura ticketing systems in collaboration with the Overture Center Box Office.
- Maintain CRM records in MSO databases.
- Manage ticketing programs including subscriptions, group sales, and special events.
- Manage seating process for season subscribers.
- Manage tickets for audience development, sponsorships, group sales, and community engagement.
- Work with ambassadors and volunteers to help front-of-house efforts at concerts and events.

#### MARKETING AND SALES:

- Assist with the generation of email and direct mail lists for campaigns and promotions.
- Perform sales tracking and analysis.
- Support management with sales history and season trend reporting.
- Collaborate with marketing team to create marketing strategies, campaigns, and budgets.
- Plan and produce special events in connection with concerts including Out at the Symphony and MSO After Dark with marketing team.
- Lead group sales promotional outreach.
- Craft social media campaigns for audience engagement through video, special ticket giveaways, and collaboration with local businesses in collaboration with marketing team members.

#### OTHER:

- Perform other duties as assigned by MSO management to support the organization's mission.

### QUALIFICATIONS AND SKILLS

- Education: minimum, four-year degree.
- At least three years work experience, or the equivalent, in a position of customer service and database management.
- Proficiency with Microsoft Office Suite, with a high level of Excel expertise.
- Proficiency with Tessitura or equivalent ticketing software.
- Ability to analyze data and identify trends to inform organizational goals and campaigns.
- Positive, can-do attitude, and ability to establish connections with patrons to manage and resolve concerns and issues creatively.

(Qualifications and Skills, continued)

- Impeccable customer service skills; ability to interact in an effective manner with a wide variety of people, including board members, donors, staff, volunteers, and the public.
- General administrative work experience, preferably for a nonprofit organization.
- Ability to accurately manage and update customer records/data and ticketing systems.
- Ability to attend and work evening and weekend concerts and select special events.
- Experience monitoring and evaluating a high volume of transactions with strong attention to detail, discretion and security, and the ability to maintain professional behavior handling confidential information.
- Excellent listening, writing and interpersonal communication skills, ability to balance multiple projects, meet deadlines, and work independently and as part of a team.
- Appreciation for classical music, the arts, and the value of live performances.

### **PREFERRED**

- Box office or front of house experience a plus.
- Experience with Raiser's Edge CRM.
- Experience with website content management systems.
- Experience using Adobe Creative Suite programs.
- Marketing and communication experience a plus.
- Background experience with orchestral musical, playing a musical instrument.
- Bachelor's, Masters or Doctorate degree in music, business, marketing, or related field.

### **BENEFITS**

- Health insurance
- Option to participate in 401(K) Retirement Plan Paid holidays, vacation and sick time
- Free 24/7 parking in downtown Madison
- Free admission to all Madison Symphony Orchestra concerts
- Annual salary range \$50 - \$53K, commensurate with experience

### **TO APPLY**

E-mail cover letter, resume, 3 references and 2 writing samples to [prodgers@madisonsymphony.org](mailto:prodgers@madisonsymphony.org)

**For best consideration, apply by November 18, 2024. Applications will be accepted until the position is filled.**

The Madison Symphony Orchestra believes that diversity is a source of strength, creativity, and innovation. We value the contributions of each person and respect the profound ways their identity, culture, background, experience, status, abilities, and opinion enrich our organization. We are committed to increasing our efforts to diversify our administrative and board leadership, orchestral music and performers. Madison Symphony Orchestra Inc. is an Equal Opportunity Employer.