Virginia Symphony Orchestra

Position:	Patron Services Manager
Department:	Marketing
Reports to:	Director of Marketing & Communications
Status:	Full-time, Exempt

The Virginia Symphony Orchestra is searching for the ideal candidate to manage patron services efforts. The model candidate is a highly motivated team player, must be committed to maintaining a superior level of customer service at all times and must be detail-oriented, customer-focused and results-driven. Candidate will work to maximize sales, deepen relationships with patrons, and build group ticket sales opportunities.

Professional Requirements:

Two to four years of customer-facing ticketing experience or equivalent and relevant work experience. Knowledge of Tessitura preferred. Ability to multi-task and work in fast-paced environment; Excellent time management skills with attention to deadlines; Goal-oriented team player with an upbeat and enthusiastic personality; Strong communication skills.

Primary Responsibilities:

- Customer Relations
    - Serve as primary contact for most loyal patrons and available to serve all patrons as needed, providing exemplary customer service and managing any complaints in a courteous and timely manner
    - Help address ticketing and customer service needs for subscribers, donors, musicians and office staff
    - Develop and implement customer service and feedback practices including post-performance and seasonal customer surveys
- Supervision of Box Office and Patron Services Team
    - Oversee daily operations of the VSO patron services operations including ticket order processing and daily ticket mailings
    - Supervise and train patron services staff, including part-time ticket seller(s)
    - Develop schedule for concert duty, ensuring there is proper coverage for each venue
    - Manage ticket inventory and consign tickets to performance venues
    - Work with venue management to ensure events are available through their ticketing networks
    - Communicate cross-departmentally to prepare trade tickets for sponsors and education purposes
    - Maintain patron services policies and procedure manual
- Utilize Tessitura software
    - Prepare mailing lists for patron-centric mail, email, and phone campaigns
    - Assist Call Room Manager in preparing leads for telemarketing purposes
    - Prepare items for subscription campaigns and season ticket mailing

    - Maintain ticketing website
- Sales Initiatives
    - With Box office and Pattern Services Team, meet or exceed seasonal goals for incremental sales and donations received from phone or in-person sales
    - Prepare weekly sales reports for Director of Marketing
    - Prepare monthly reports for Finance
    - Participate in planning and setting sales goals and ticket prices
    - Develop and oversee complimentary ticket policies and strategies
    - Implement targeted marking promotions within Tessitura, email, website and other channels as needed
    - Contribute to content for social media and other marketing campaigns to drive revenues
- Group sales
    - Developing responsive and creative group ticketing plans and goals for group sales that target schools, adults, senior groups, and corporate markets
    - Meet or exceed group sales goals for units and revenue annually
    - Developing and maintaining strong relationships with current and potential group marketing patrons and partnerships
    - Negotiating with and managing group sales clients and partnerships. Monitoring sales and making recommendations for pricing, including discounting and dynamic pricing
    - Forecasting group sales activity for productions and managing to those projections
    - Identifying, developing and maintaining long-term business relationships with group ticket clients and companies
    - Representing the VSO at group, business, and promotional events, festivities and other shows as needed
- Any other assignments that help drive the VSO forward-thinking vision, achieve our mission, and abide by our organization's values

Desired Qualifications and Skill Requirements:

- Previous sales, administrative and customer service experience
- Motivated, pro-active and self-directed
- Strong communication and interpersonal skills
- Ability to organize, prioritize and successfully manage multiple projects and deadlines
- Understanding of ticketing and general accounting practices
- Ability to coordinate events with multiple departments
- Computer proficiency (MS Word, Excel) – experience with computer ticketing software and knowledge of the Tessitura ticketing system is a plus

The Patron Services Manager is expected to work occasional weekend and evening hours. The role requires significant time working on a computer and working from multiple locations (VSO office and venues).

Salary: $36,000 annually plus excellent benefits, including health insurance and leave.

To Apply

Interested candidates should send a cover letter and resume to Kristen Bennington, Director of Marketing & Communications, at kbennington@virginiasymphony.org.

VSO Statement on Attracting Candidates from All Backgrounds:

Equity, Diversity, and Inclusion are music to our ears! The Virginia Symphony Orchestra is an Equal Opportunity Employer committed to increasing diversity among our applicant pool, our musicians, our staff, our board of directors, and in our program offerings. We strongly encourage people from all backgrounds, especially Black, Indigenous, and all People of Color, as well as people with non-traditional experience and educational backgrounds, to apply for this position.