

McCarter

Job Posting

POSITION: Manager of Group Sales and Engagement

DEPARTMENT: Communications & Engagement

REPORTS TO: Director of Marketing

SALARY RANGE: \$55,000 - \$60,000; Full-time; Annual; Exempt

BENEFITS INCLUDE: Medical, vision, and dental insurance; paid vacation, sick, personal, and holiday time; flexible spending and health savings accounts; employer-sponsored life, long-term, and short-term disability insurance; a 403(b) retirement plan with employer match access to free parking, and various perks.

LOCATION & SCHEDULE: This is an in-person position reporting to our administrative offices located at 91 University Place in Princeton, NJ. Regular business hours are Monday thru Friday, 9am - 5pm. Some weekend and evening hours will be required as scheduled in advance.

START DATE: This position will be filled as early as possible.

POSITION AND RESPONSIBILITIES

The position of Manager of Group Sales and Engagement is charged with increasing audience attendance at the full range of McCarter programming by initiating and cultivating relationships with new and returning group audiences. Success will be measured by the achievement of an annual revenue goal for group sales and student matinee income, as well as by meeting established benchmarks as Project Lead for McCarter's soon-to-be-launched Stage Door Access program, which in its first year strives to provide 10,000 free or low-priced tickets to the regional community thru engaging and stewarding McCarter's relationship with a roster of social-service organizations, schools, charities and other partners.

The ideal candidate will be a "connector" who embodies an enthusiasm for theatre and live performing arts. They will be motivated both by the thrill of a sold-out performance that achieves sales benchmarks, and by a genuine desire to make attending the arts economically accessible for all.

This position will collaborate with all members of the Communications & Engagement department, working closely with the Sales Concierge to identify prospects and solicit sales.

Essential Functions & Duties:

- As its primary function, this role leads group sales strategy and outreach to meet established sales/revenue goals for the season; targets existing buyers and identifies new prospects; and works with the Ticket Office to ensure group orders are fulfilled and paid on schedule.

- Builds relationships with communities, organizations and businesses to promote specific events and McCarter as an institution.
- Leads the promotion and sales efforts for McCarter’s student matinee program, including coordinating direct mail and email campaigns with the Marketing team, and making direct outreach to schools and community groups.
- Works with Director of Marketing and the Marketing Team to identify target audiences for specific events and programs and makes direct outreach to identified communities, organizations or individuals.
- As the Project Lead for the development and implementation of the Stage Door Access Program, actively seeks and cultivates a roster of social-service organizations, schools and charities as program partners – stewarding program relationships, managing inventory allocations, processing ticket requests, tracking program data and preparing reports on program usage and impact.
- Works closely with McCarter’s Audience Services Manager and the Ticket Office to share information regarding Audio Described, ASL interpreted, Open Captioned and Relaxed Performances through outreach to groups and organizations that serve individuals and communities for whom these programs might remove a barrier to participation.
- Represents McCarter at external events to increase visibility and awareness of the institution within the community. Works closely with Associate Director of Marketing to identify opportunities and plays a lead role in planning, executing and personally staffing McCarter booths at community events.
- Participate in the work to make McCarter an anti-racist theater. Actively seek ways to improve our work practices to make the Communications & Engagement department more equitable and inclusive, while upholding and exhibiting our stated values of “justice and joy, beauty and belonging.”

Qualifications

- Previous sales experience required, preferably in a performing arts environment
- Experience and proficiency with a CRM/ticketing system and database (Tessitura preferred)
- Experience building and maintaining mutually beneficial business relationship/professional partnerships
- High level of attention to detail and ability to prioritize projects
- Excellent oral, written, and interpersonal communication skills
- Ability to set priorities, work collaboratively, and take initiative
- Deep commitment to McCarter’s mission and a strong desire to contribute to a positive work environment
- A critical consciousness and interest in the values and practices that can help build and sustain an equitable, diverse, and inclusive workplace

Work Environment

- Led by our core values, McCarter fosters and expects a culture of care and respect for the wellbeing of our staff.

- This position entails extended periods of sitting, manual dexterity for operating office equipment, and the ability to read and interpret documents, while occasionally requiring lifting and carrying objects up to 20 pounds, engaging in repetitive tasks, standing, walking, bending, and reaching within the office environment, as well as possible set-up and breakdown for external events.
- In-person work will primarily be completed in a shared office space in our administrative office located at 91 University Pl, Princeton, NJ.
- Position may be asked to use personal transportation for meetings with various stakeholders and to attend off-site events.
- Employees may be asked to use a personal cell phone in order to access authenticator apps and related software necessary for work credentials/multi-factor authentication (MFA). Applicants should be comfortable using their personal devices for these purposes as part of their job responsibilities, as workarounds cannot be guaranteed in order to access certain platforms.

This job description may not be inclusive of all assigned duties, responsibilities, or aspects of the job described, and may be amended at any time at the sole discretion of McCarter.

Organization Overview

McCarter is one of the country's flagship theatres, a vibrant center for community and for the performing arts, and a key cultural anchor for Central New Jersey. Located on the campus of Princeton University and incorporated as an independent, charitable nonprofit, the company is a nationally renowned, multi-disciplinary creative hub of arts and ideas, offering theatre, music, dance, spoken word, and educational programs for all ages.

A two-time Tony Award winner, McCarter's legacy of artistic excellence traces back to the theatre's first performances in 1930. A home for new play development and world premieres, the company has launched numerous works that have gone on to tens of thousands of performances reaching millions of audience members around the world.

Among the 100,000 community members who directly participate in the company's work every year, more than 7,500 are students taking part in McCarter's robust arts-in-education offerings. The company offers more than 20 annual in-school residencies in classrooms in Princeton and Trenton, hosts schools from throughout the region for student matinee performances, and offers need-based scholarships to every one of its dozens of educational after-school and summer programs each year. Co-led by Artistic Director Sarah Rasmussen and Executive Director Martin Miller, McCarter leads with values of "justice and joy, and beauty in belonging," creating stories and experiences that enliven minds, expand imaginations, and engage communities.

To Apply

Interested candidates should submit a cover letter and resume to jobs@mccarter.org with your name and “Manager of Group Sales and Engagement” in the subject line. Please also mention where you heard about the position. We look forward to learning more about you.

Equal Opportunity Commitment

McCarter is an equal opportunity employer committed to hiring, supporting, and promoting a diverse workforce and inclusive culture. As such, McCarter seeks team members who: contribute to a diversity of backgrounds and experiences to support an expansive artistic vision; are committed to engaging in ongoing anti-racism and anti-oppression work collectively and individually; value collaboration, curiosity, flexibility, and an openness to continuous personal and professional growth.

We encourage all candidates to apply, even if they do not currently meet all the qualifications. We know there are great candidates who may not have all the qualifications listed above but possess intuitive knowledge or other fully transferable skills. If that is you, don't hesitate to apply and tell us about yourself. McCarter is committed to on-the-job training and mentorship. We also encourage candidates who do not live within commuting distance to apply; We are eager to tell you about the area, which includes many communities and towns outside of Princeton.

McCarter Theatre Center is committed to providing access and reasonable accommodation in the application and hiring process for individuals with disabilities if needed and requested. To request disability accommodation, please contact (609) 258-6500 and connect with Human Resources.