

**JOB POSTING – FULL TIME POSITION
AUDIENCE RELATIONSHIP MANAGER
START DATE: MARCH 15, 2023**

THE ORGANIZATION

Soulpepper's purpose is to share vital stories that connect us all by producing a year-round season of events, including plays, concerts, musicals, festivals and more. We play a vital civic role in our community through education and community programs and artist training. We strive to ensure theatre is accessible to all by offering relaxed performances and a variety of affordable ticket options.

Soulpepper, like other performing arts companies, continues to adapt to the realities of producing theatre in the midst of enormous social change and a global pandemic. We work in a convivial environment that truly allows you to be who you want to be. The Soulpepper team is hardworking, creative, and, with the arrival of many new staff in recent years, forming a new working culture that is at once ambitious and sustainable.

Led by Executive Director Gideon Arthurs, and Artistic Director Weyni Mengesha, Soulpepper's home is the Young Centre for the Performing Arts situated in the Distillery Historic District in downtown Toronto. Soulpepper's annual budget is approximately \$8 million and engages roughly 60 employees and 250+ artists annually. The Young Centre's annual budget is approximately \$3 million and engages roughly 150+ employees annually.

Soulpepper is an organization committed to pursuing Radical Inclusion, working to build an organization where everyone's experience is both valued and reflected. We encourage applications from Indigenous, Black, Persons of Colour, Trans, and Disabled persons.

THE POSITION

The *Audience Relations Manager* will be responsible for developing long term relationships with audience members, monitoring the Soulpepper customer service experience at all touchpoints, and make recommendations to enhance the theatre going experience.

This is a brand-new role and we are looking for a unique individual to fill it! Do you love talking to people about theatre – what they love, what they don't, and what might entice them to come more often? Not afraid to pick up the phone or approach theatre patrons after a show? You may be the unicorn we're looking for. If you have worked front of house at a theatre, on a membership team at a not-for-profit or worked face to face with a variety of customers, you might be the perfect fit.

The Audience Relationship Manager will play a critical role in the Marketing and Communications team to increase audience engagement and ticket sales, and will also spearhead the development of a new membership model for Soulpepper audiences.

This position reports to the *Director of Marketing and Communications*.

KEY RESPONSIBILITIES

- Day to day conversations and interactions with audience members to understand their experience, identify needs and to make improvements to the theatre going experience at Soulpepper - in person, on the phone and via email

- Create sustained engagement with our most frequent visitors and guests through a variety of touch points
- Research a membership model and implement it for the 2024 season and be the primary manager of the program on an ongoing basis
- Work with front of house & box office staff to monitor the customer experience at all touch points – in person, online and on the phone
- Use available data to identify audience segments for programming events and help tailor messaging to that segment
- Create ‘surprise and delight’ moments for audience members
- Work with the education and community engagement team to activate the lobby space for one on one interaction with audience members
- Other duties as assigned

SKILLS AND EXPERIENCE

- 3 – 5 years of audience development or related experience
- Strong customer service-oriented approach and experience with one-to-one audience communications
- Experience using data to create audience segments to increase engagement
- Tessitura experience an asset
- Strong interpersonal and oral/written communication skills
- Excellent time management, organization and administrative skills
- Ability to thrive in a fast-paced work environment with multiple deadlines
- An interest in theatre and live performance
- Must be passionate about engaging with people, good at listening and be approachable

WORKING CONDITIONS

- Our audiences are most often in the building during evenings and weekends so activations will be required during those times
- Some regular office hours with potential for remote working during those days/hours

COMPENSATION

- Salary \$60,000 - \$65,000
- 15 annual vacation days plus 5 paid sick days and 5 personal days
- Health and dental benefits

HOW TO APPLY

Soulpepper is committed to reflecting the diversity of our community and our country. As an equal opportunity employer, we welcome and encourage submissions from individuals, with proper credentials, of all genders, cultures, ethnicities, sexual orientations, and abilities. Soulpepper is committed to providing accommodations for persons with disabilities in all parts of the hiring process. Soulpepper invites candidates who may require assistance during the application/ hiring process, to let us know and we will work with them to meet their needs. We thank all candidates for their interest, however, will only contact those selected for interviews.

Please email a resume and cover letter detailing how you can contribute to this dynamic not-for-profit arts organization no later than:

FEBRUARY 24, 2023

Please quote AUDIENCE RELATIONSHIP MANAGER on the email subject line when applying to Email:

marcomjobs@soulpepper.ca