



### **Associate Director of Season Ticket Sales**

The American Theatre Guild is a dynamic 501(c)(3) nonprofit organization and the largest touring Broadway presenter in the nation. We proudly bring the magic of Broadway to fourteen markets across the country! Our mission is the key to what drives our organization. We are dedicated to providing the experience of live theatre to foster passion, inspire creativity and empower youth within our communities. Our passionate team strives to share the transformative power of live theatre with our patrons and nurture the artists of tomorrow.

#### **Position Summary:**

We are seeking a dynamic and strategic Associate Director of Season Ticket Sales to lead the development and execution of comprehensive season ticket campaigns across our national Broadway markets. This role is responsible for driving subscription revenue, deepening audience engagement, and innovating our approach to season ticket sales. The ideal candidate brings deep experience in subscription-based marketing—preferably in live entertainment or sports—and a passion for connecting fans to unforgettable experiences.

#### **Key Responsibilities:**

- Strategic Leadership
  - Develop and lead the national strategy for season ticket sales, including full subscriptions, mini packs, and flexible packages, with an enhanced focus on revenue and season membership growth.
  - Collaborate with senior leadership to set ambitious but achievable sales goals and KPIs.
  - Serve as the internal expert on subscription trends, pricing strategies, audience behavior and competitive landscape, translating insights to actionable sales initiatives.
- Campaign Development & Execution
  - Oversee the planning and execution of multi-channel marketing campaigns (email, direct mail, digital advertising, organic social media, grassroots marketing, etc.) to drive season membership renewals, retention, and acquisition.
  - Lead the creative direction, sales messaging, and content strategy for season tickets, ensuring compelling value propositions that directly drive sales conversions.
  - Partner with the Programming team to align campaign timing and messaging with show announcements and season rollouts.
  - Utilize Salesforce Marketing Cloud to create strategic communications strategy with Journey Builder, automations, and additional Marketing Cloud tools, with a strong emphasis on lead nurturing and conversion optimization.

- Execute in-venue marketing initiatives for season announcements and season sales initiatives. Occasional travel will be required.
  - Serve as spokesperson for ATGuild regarding Broadway season announcements and programming.
- Data-Driven Optimization
  - Supervise campaign performance tracking, reporting, and optimization.
  - Lead post-mortem analysis and implement learnings into future campaigns.
  - Oversee the Data Analyst to ensure insights are actionable and aligned with business goals.
  - Leverage Power BI dashboards to monitor real-time sales performance and inform strategic decisions
  - Collaborate with the Sales Team to build custom reports and visualizations for leadership
- Team & Vendor Management
  - Manage cross-functional collaboration with MarCom, Sales, and Box Office teams.
  - Mentor and develop junior marketing staff and interns as needed.
  - Facilitate seamless communication and project tracking using Microsoft Teams across departments and markets.

### **Qualifications:**

- 5+ years of experience in subscription marketing, preferably in live entertainment, sports, or performing arts.
- Strong understanding of sales strategy, digital advertising, and strategic, sales communications.
- Experience managing team and working across multiple departments with a high level of collaboration.
- Outstanding leadership and team building capabilities, with a proven ability to motivate, develop and inspire.
- Proven success in leading large-scale, multi-market campaigns
- Strong analytical skills with hands-on experience using Power BI or similar tools for campaign performance tracking and sales forecasting
- Proficiency in Salesforce Marketing Cloud or equivalent platforms for audience segmentation, email automation, and campaign personalization
- Comfortable using Microsoft Teams for cross-functional collaboration and project management
- Excellent communication, leadership, and project management skills
- Passion for live theatre and audience development
- Preferred: Understanding of multiple ticketing systems and their integration with marketing and sales platforms. i.e. Ticketmaster/TM1, Etix, Paciolan and Tessitura.

### **Compensation:**

This is a full-time, exempt position offering a competitive base salary plus a performance-based bonus tied to season ticket sales goals. Compensation will be commensurate with experience and qualifications.

**Working Conditions & Physical Demands:**

- The employee is often required to sit and use their hands and fingers, to handle or feel and to manipulate keys on a keyboard for up to 8 hours a day.
- Occasional travel to regional markets and events as necessary for business needs.
- The ability to work flexible hours during peak campaign periods.
- The employee is often required to stand, walk, reach with arms and hands, climb or balance, and to stoop, crawl, kneel, or crouch.
- This position requires working indoors with controllable environmental conditions and temperature.
- This position requires the employee to talk and hear. Requires face-to-face discussions with individuals and teams, opportunity to make decisions without supervision, mistakes are not easily correctable and have serious consequences that impact the results of co-workers, customers or the company.
- Vision abilities required by this job include close vision.
- Employee will spend prolonged hours in front of computer screens.

**While this is a remote position, we are prioritizing candidates located in close proximity to our major markets including Birmingham, Colorado Springs, Honolulu, Kansas City, Lubbock, Melbourne, Peoria, South Bend, Toledo, and Wichita.**

**Benefits Include: PTO, paid holidays, parental leave, SIMPLE IRA contributions and generous employer contributions to health, dental, and vision insurance premiums.**

**FLSA:** Exempt

**DISCLAIMER:** This job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position, and in no way states or implies that these are the only duties to be performed by the employee occupying this position. These duties are subject to change at the discretion of Management. Employees will be required to follow and perform any other job-related instructions and duties in compliance with Federal and State Laws. All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an “at-will” basis.