

DETAILED RESPONSIBILITIES

PART 1 – PATRON SERVICES

BOX OFFICE

PRE SEASON [JUNE-JULY]

- Set up concerts, ticket types, promotional windows, packages in our ticketing platform AudienceView

IN SEASON PATRON SERVICE [AUG-MAY]

- Orders made by phone & email [heaviest in subscription window pre-Season].
- Subscriber add-ons/exchanges/troubleshoot lost accounts etc...
- School groups for seating blocks and group bookings.
- In consultation with ED, allocate and set-up any comp allowance for specific concerts.

FRONT OF HOUSE AT CONCERTS [OCT-MAY]

- Prepare mobile venue box office kit for each concert with door list, will call, scanners, ticket printer, signage, cords, merch.
- Set up box office for each concert.
- In addition to self, ensure box office desk is sufficiently staffed and trained/experienced to process walk-ins, will call, subscriber queries, process & track merch sales.
- Brief volunteers before each concert.
- Ensure excellent customer service and warm welcome for patrons.

POST-MORTEM DATA GATHERING [OCT-MAY]

- Complete post-concert reports within one week on sales, attendance and demographics of audience for marketing post-mortem and trends for next fiscal year budget projections.
- Complete season-level reports ben end of May on attendance for grant reporting needs.

DONOR ACKNOWLEDGMENTS

PER END-OF-YEAR/SPRING CAMPAIGNS & OCCASIONAL EVENTS

- Request letters and notes by ED, AD or Board Chair as applicable.
- Plan the acknowledgments type and timetable for each campaign and fundraising event, including required personalized thanks from ED and Development Committee.

ONGOING

- Ensure all donors receive timely and accurate donation acknowledgments and tax letters.
- Input all physical check and manual donations made to the Chorale into the CRM system to ensure accuracy and timely acknowledgement, and anonymity, where requested.

PER CONCERT SERIES x 4

- Export household donations with formal names and giving tiers for program books content collation.

PART TWO - COMMUNICATIONS

SEASON MARKETING MATERIAL

SEASON LAUNCH & PRINTED MATERIALS

- Plan & source Season visual identify/themes/style guide in consultation with ED.
- Plan and agree printed collateral format in consultation with external publicist & printing co.
- Plan and agree digital advertising formats in consultation with external publicist.
- Evaluate box office performance with ED to set Season pricing and packaging.
- Source artistic program descriptions from AD.
- Manage and coordinate production of season booklet, postcards and ads.

WEBSITE

- Update website with latest announcements and ensure all content is in the correct tense.
- Populate website Concert pages with Season programming images and latest copy, ticketing links
- Keep music links and images fresh.
- Update campaign information on Donate page with current asks, progress.
- Liaise with web developer to get price quotes for section overhauls, requested design adaptations, for ED approval.

SOCIAL MEDIA PAGES & E-NEWSLETTERS

- In a content calendar with deadlines agreed with ED, create posts regularly across Facebook & Instagram, and compose e-newsletters using Constant Contact, using a mixture of self-created and photographer/graphic-designed assets.
- Ensure profiles, featured links and Events are always current.
- Keep banner images fresh and relevant to phases of activity in Season.
- We would welcome a strategy (type, resources, time) towards creating content for TikTok.
- Create additional Social and Newsletter activity around release of YouTube videos and Album Releases.

MAILING LISTS

We send both printed marketing materials and emails. To do this, we need to keep our lists current and free from errors (some of which patrons make themselves).

- From the CRM, after each concert series, generate mailing list for printed collateral per Season launch booklet (x 1) or postcards for each concert series (x 4). Share size of list with ED/publicist to estimate printing and mailing costs.
- Clean duplicates and errors in advance of each mailing list pull.
- Review email newsletter list periodically to gauge open rates and non-responsive segments.
- Assist publicist with a list pull when using existing lists to build digital look-a-like targets for digital campaigns or physical mailing list acquisitions.

CONCERT PROGRAM BOOKS

Phoenix Chorale's concert programs are still physically printed but may vary in format/extent in future, In consultation with the ED on budget and order size:

- Oversee editorial and production of concert program books and proofing process, working with the artistic team & graphic designer to meet deadline for each concert series.
- Collate all content, images for book in time for thorough briefing and proofing.
- Supervise and monitor design & printing process.
- Anticipated: devise and manage the transition of content to digital access/QR code.

FUNDRAISING CAMPAIGNS

Working with ED in an agreed campaign content and materials plan:

- Produce and coordinate digital and printed materials for dedicated fundraising campaigns at End of Year (Nov/Dec) and Spring (Apr-June).
- Update patrons across all channels on matches, campaign progress.

ARCHIVING & TRACKING

- Keep archives of photography and all marketing assets (printed, digital) easily accessible and well-labelled in the cloud-filing system.
- Monitor all marketing channels for views, open rates, behavioral segments, etc. and confer regularly with ED on marketing/fundraising campaign adjustments or strategies.

VOLUNTEERS & INTERNS

FRONT-OF-HOUSE VOLUNTEER PROGRAM

- Oversee the volunteer program, including recruiting, managing, and training of the replacement Volunteer Manager (also volunteer) to ensure excellent customer service is provided at all levels by box office personnel and ushers at concerts and events.
- The Volunteer Manager handles the recruiting of volunteers per concert. Currently, while we seek a new Manager, this coordination will be handled directly by you.

INTERNS

- Together with ED, subject to budget, relaunch the marketing & development internship program, to provide much-needed assistance across all of your roles' functions.