

## Position Description

### Director of Ticketing & Patron Services

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#### About Cain Center for the Arts

Cain Center for the Arts is a non-profit organization committed to providing exceptional visual arts, performing arts, and social experiences to the Lake Norman Region. The project was conceptualized in 2013, construction began in May of 2021, and the organization projects opening the doors of the new regional center in January of 2023. More than just a building, Cain Center for the Arts is a true start-up organization built around the values of Inspiration, Community, Entertainment, and Education. For more information, please visit [cainarts.org](http://cainarts.org).

#### Position Description

Cain Center for the Arts is currently seeking an energetic, innovative, and organized full-time Director of Ticketing & Patron Services to join a growing team that is working diligently to mold the organization. This rare opportunity will place the right candidate in the position to take part in building something from the ground up. The candidate will lead the comprehensive establishment of the organization's Ticket Office and Front of House (FOH) departments for the Cain Center for the Arts.

The Director of Ticketing & Patron Services oversees all aspects of Ticket Office and FOH operations, ensuring the highest level of customer service and satisfaction. This position plays a key role in setting ticket prices and sales goals as well as collaborating with the executive, marketing, and development teams to produce a patron revenue model for meeting the organizations revenue goals.

The Director of Ticketing & Patron Services is responsible for programming, monitoring, and maintaining the relationship with our ticketing CRM system (Etix), tracking daily sales and deposits, the selection, training, motivation and evaluation of all employees and volunteers, and the management of all aspects of customer service related to internal and external customers.

The Director of Ticketing and Patron Services will establish and maintain relationships with partners, show producers, company managers, VIP Members, patrons, administrators, colleagues, vendors and venue management teams.

#### Essential Duties and Responsibilities:

##### Strengthen Cain Centers Relationships with Patrons & Partners

- Demonstrate excellent customer service and teamwork skills, respond promptly to customer inquiries and requests, and train all Ticket Office and FOH personnel in customer service standards
- Ensure Ticketing and FOH departments deliver exceptional, authentic, and personal customer service and care to all internal and external guests
- Ensure FOH personnel follow safety standards and guidelines while maintaining the highest level of guest service
- Foster and maintain strong working relationships with promoters, staff, guests, VIPs, board members, volunteers, vendors, and affiliated partners
- Constantly seek ways to improve and strengthen the Cain Center's customer service and guest policies

##### Curate Ticketing & Front of House Systems & Operations

- Master all aspects of the Cain Center's ticketing database, Etix, including the ticketing program, data management, reports, and queries to better understand our patrons

- Administer and maintain Etix ticketing system for each event in coordination with the promoter, production, and marketing department.
- Establish and oversee database standards and procedures while strategizing and recommending new, more efficient ways to maximize the use of the ticketing software database to achieve organizational objectives
- Ensure ADA Compliant Ticketing Practices
- Organize and oversee nightly ticket office and FOH operations during events (Ticket Sales, Will Call, Ushers, Scanning, Security, Concessions, Cleaning and Maintenance, etc.)
- Develop and maintain documentation of Ticket Office & FOH policies and procedures
- Leverage current trends in the ticketing industry to identify new trends to advance Ticket Office and FOH department's services and technologies

### Cultivate Ticketing & Front of House Staff and Volunteers

- Create a positive, effective, and collaborative working culture that maintains staff morale and builds strong relationships with both internal and external customers, including coaching and mentorship for excellence in customer service, sales-oriented mindset, and personal wellbeing
- Recruit, hire, train, direct and provide leadership, and monitor performance of all full and part-time Ticketing and FOH staff including:
  - House managers
  - Part-time Ticket Office staff
  - Other FOH staff as decided
  - Volunteer ushers
- Adequately schedule Ticket Office and FOH staff in support of event needs
  - Maintain and report attendance data for payroll purposes
  - Act as alternate FOH Manager, as needed
- Ensure all Ticket Office and FOH staff adhere to the Cain Center's operations policies and procedures

### Collaborate with Cain Center Team

- Collaborate with the House Manager to craft an excellent, consistent, and equitable audience experience
- Participate in cross-departmental meetings for strategic planning for building the season production calendar, setting prices, house scaling, and sales goals, devising and implementing marketing and development strategies, proofing materials to ensure accuracy
- Analyze sales trends and inventory movement to recommend and implement various marketing strategies including discounts, dynamic pricing, promotion codes or other pricing changes as appropriate to increase show revenue

### Uphold Financial Goals

- Direct the creation and control of a fiscal budget for the Ticket Office and FOH departments
- Oversee all financial reconciliation in regard to daily reports/deposits, monthly reports and event settlement
- Oversees the setup and administration of the financial reporting components of the Etix Ticketing System including GLs, payment methods, campaigns, and all deposits of ticket, service charge and contribution revenue
- Maintain accurate Ticket Office and FOH accounting records, documentation, and files for record and audit purposes

- Develop and implement reliable and secure controls in inventory management, cash management, box office settlements, PCI compliancy, and internal audits
- Ensure all Cain Center staff adheres to proper cash, check, and credit card procedures, and PCI DSS compliance

Other duties as assigned

**Qualifications, Required Knowledge, Skills and Abilities:**

- Bachelor's Degree and 3-5 years' experience in relevant field (box office, hospitality, etc.) with a track record of successfully managing staff and/or supervising customer relations
- At least 2-3 years' experience with data analysis and interpretation skills including the ability to communicate that data effectively to others
- Familiarity with databases such as Etix (our system) or equivalent
- Proficiency in Microsoft Suite, Google Suite, social media, Online website management systems
- Management and training experience strongly preferred
- Basic accounting skills preferred
- Strong customer engagement skills
- Proficiency with digital ticketing initiatives
- Prior experience with promoters needs, requirements, and settlements
- Ability to work evening and weekend hours, based on the needs of the business operations

**Position Details and Compensation**

- FTE Position
- Salary Range - \$45,000-\$55,000 / year
- Regularly scheduled to work Monday-Friday during the core hours of 9am-5pm. This position may require significant work time during evenings, weekends, and some holidays.
- The Director of Ticketing & Patron Services will report directly to the Cain Center's Director of Operations
- Group Health Insurance Plan
- PTO Package and recognized Holidays
- Start date of employment: Negotiable, July 1, 2022

**To Apply:**

- Send PDF Formats of cover letter, resume, and two letters of reference to Sarah Goodson, Consultant for Cain Center: [sgoodson.consulting@gmail.com](mailto:sgoodson.consulting@gmail.com)
- Please list *Director of Ticketing & Patron Services* in the Subject line
- All application materials must be received no later than May 29, 2022
- Application will be open until position is filled

*Cain Center for the Arts provides equal employment opportunities to qualified persons without regard to sex, race, color, religion, national origin, sexual orientation, disability or perceived disability, age, marital status, gender identity, veteran status, or any other protected category, with regard to all terms and conditions of employment. The Center encourages applications from traditionally underrepresented minority populations. Applying does not constitute a promise or guarantee of employment.*