



**Job Title:** Patron Services Director

**Reports to:** Chief Marketing Officer

**Classification:** Full-time, exempt

**Salary:** Commensurate with experience plus benefits (paid vacation, sick days, health, dental, flex spending, life/disability insurance, 403B)

**Summary:**

Minnesota Opera is seeking a dynamic and experienced candidate for the newly created position of Patron Services Director to lead holistic patron service initiatives across the organization. The primary functions of this role are creating and overseeing customer service and hospitality strategies including ticketing operations and liaison to performance venues; serving as the primary administrator of Tessitura (conversion from RE and SRO starting in summer of 2017); acting as the organization's customer management system; and maximizing and managing the volunteer program. This role is also responsible for revenue generation by working with marketing and development staff to effectively develop and manage ticketing and fundraising campaigns through inbound and outbound sales channels. This position reports directly to the Chief Marketing Officer and plays a critical leadership role within the marketing department. This position also provides key support services for other departments in the organization.

**Primary Responsibilities:**

- Evaluate, plan, and implement short and long-term strategies that provide an outstanding experience and stewardship for our patrons through customer service channels and at our performance venues;
- Serve as the lead administrator of Tessitura for all departments (including the initial conversion); create and maintain business rules and practices; create and manage reports; provide training for staff;
- Maximize and manage a hiring and training program for our patron services associates who perform customer service and sales roles;
- Oversee financial reconciliations for ticketing and retail operations; prepare sales reports for productions and revenue tracking and trends;
- Provide campaign reporting and financial reconciliation for donation revenues managed by the patron services department;



- Work with marketing and development staff to develop successful sales program for inbound and outbound ticketing and fundraising efforts, setting campaign goals and optimizing incentives and bonuses to achieve those goals;
- Work closely with marketing staff to manage inventory and maximize revenue through demand-based pricing strategies;
- Provide feedback on outbound sales and fundraising materials;
- Serve as the primary liaison for patron service needs with the appropriate staff at our performance venues;
- Formalize and maintain a volunteer program that serves all departments of the organization;
- Oversee and expand merchandising opportunities;
- Perform other duties as required.

**Required Qualifications:**

- Bachelor's degree and at least 3 - 5 years of experience working directly with the public in customer service and sales leadership required; experience in hospitality and live entertainment industries a strong plus.
- A thorough understanding and working knowledge of Tessitura required.
- Proven supervisory experience with strong management and organizational skills preferred.
- Demonstrated ability to train and motivate seasonal staff preferred.
- Strong written and verbal communication skills required; excellent interpersonal skills required.
- Great attention to detail, with strong analytical and reporting skills.
- Ability to accommodate a flexible schedule, including evenings, weekends, and holidays required.
- Ability to perform in a fast-paced, dynamic environment and to work collaboratively across the organization.
- Experience and/or interest in issues of equity, access, and inclusion.

How to apply: Please email résumé and cover letter by May 26, 2017 to Darby Lunceford, CMO at [dlunceford@mnopera.org](mailto:dlunceford@mnopera.org).

**The Minnesota Opera is an AA/EEO Employer**