

TICKETING & WEB SERVICES MANAGER Position Description

TITLE: Ticketing & Web Services Manager
REPORTS TO: Director of Marketing
DEPARTMENT: Marketing

SALARY LEVEL: C
FLSA: Full Time Exempt
DATE: April 8, 2022

POSITION DESCRIPTION:

Woolly Mammoth Theatre Company seeks a Ticketing & Web Services Manager to manage the company's ticketing CRM (Tessitura) and website. This position is responsible for supporting Woolly's audience development goals by creating innovative ticketing solutions, leading revenue management efforts, and overseeing website functionality. The position is also responsible for providing excellent reporting on ticket sales for data-driven decision making.

DUTIES & RESPONSIBILITIES:

Tessitura Management:

- Provide creative CRM solutions for Woolly's innovative approach to ticketing and memberships.
- Build performances in Tessitura for membership and single ticket sales.
- Manage ticketing processes related to memberships and subscriptions.
- Prepare discount offer codes for promotional communications.
- Preparing list extractions for the marketing department.
- Work closely with the Audience Services Manager on ticketing and upselling policies for box office staff.
- Train members of the Woolly staff on Tessitura ticketing and marketing processes.
- Create thorough documentation Tessitura processes for posterity.
- Manage third-party ticket sales through vendors such as Goldstar & TodayTix.
- Maintain excellent data and security standards.

Revenue Management & Reporting:

- Work with the Director of Marketing to establish single ticket, membership prices, and associated revenue projections.
- Manage the company's dynamic pricing and inventory management initiatives to maximize revenue and access.
- Manage development and maintenance of Tessitura sales reports, including integrating Tessitura Analytics into Woolly's reporting suite.
- Develop reporting to equip the marketing team with key performance indicators for data-driven decision making.
- Provide ongoing updates to the Core Leadership Team on sales trends and audience behavior.
- Provide ticket sales reports as needed for Woolly's Board of Directors and other external stakeholders.

Website Maintenance:

- Work with website developer to ensure a smooth and easy purchase path and other online processes.
- Coordinate with the Creative Content Developer on development of website content.
- Ensure proper integration between the website and Tessitura.
- Perform consistent website updates to provide patrons with accurate and up-to-date information.

All other duties as assigned.

Company-Wide Responsibilities:

- Commit to Woolly's policy of anti-racism and radical inclusivity. This includes participating in anti-bias/anti-harassment training, familiarizing yourself with the policies in the employee handbook, using Woolly's Liberation Library as an educational resource, engaging in EDI work at Woolly, and furthering your own independent journey with anti-racism.
- Cross-departmental collaboration, including participating in at least one Woolly working group, committee, and/or taskforce outside of your own department.
- Advocate for policies both internally and externally that further advance Woolly's stated values on an organizational, local, and national scale.
- Contribute in meaningful ways to the culture. See "Our Culture at Woolly" section below for more information.
- Act as an ambassador for Woolly Mammoth in the local community and beyond.

SUPERVISORY RESPONSIBILITIES:

- Have substantial knowledge of leadership, teamwork, and management principles in line with the values of the organization.
- **Direct Reports:** NA

QUALIFICATIONS:

- **Experience:**
 - 2+ years of experience utilizing Tessitura's (or similar CRM) ticketing functionality.
 - 2+ years working in a box office, digital, or marketing department for a cultural organization (performing arts, museums, visitor attractions, sports teams).
- **Essential Knowledge, Skills, and Abilities:**
 - High attention to detail and accuracy.
 - Superior numerical abilities, and an interest in analyzing data for insights.
 - Excellent ability to understand organizational needs in order to provide technological solutions.
 - An eagerness to collaborate with colleagues in a variety of departments.
 - Strong verbal and written communication skills, and the ability to communicate sometimes complex processes into simplified terms.
 - Excellent Excel skills.
- **Other Skills or Qualities:**
 - Active engagement and leadership development in your individual position is integral to the overall health of our organization. This will be reviewed and defined with your supervisor to set individual goals. Woolly encourages employees to take personal responsibility and pride in their work.
 - See the larger picture and pull out the relevant details to diagnose problems. Think creatively about how to solve problems including new ways of working together. Woolly values innovative thinking, big ideas, and bigger passion.
 - Collaborate with and adapt to a wide variety of people and personalities, working styles, and artistic visions.
 - Experience with content management systems.
 - Basic knowledge of HTML.
 - Project management skills.

WORKING CONDITIONS:

- Normal office environment.
- Extending viewing of computer screens.
- Some evening and weekend work required.
- Some travel required.
- Woolly Mammoth Theatre Company is located in Washington, D.C.'s Penn Quarter neighborhood. It is air-conditioned, located in a wheelchair accessible building, and in close proximity to public transportation.

COMPENSATION:

- **Starting Salary:** \$47,500
- Woolly Mammoth Theatre Company recognizes that conversations about salary can be difficult. In recognition of the necessity for top-tier talent, we strive to provide pay that meets the market by leveling with industry peers to determine the pay range for each position. Where the employee falls in that range is determined by experience and skill set. Woolly will work hard to administer the compensation program in a manner that is transparent, consistent, and equitable across the company.

OUR CULTURE AT WOOLLY:

At Woolly, our culture is driven by our stated core values of radical inclusivity, creative risk-taking, relentless inquiry & experimentation, world-class excellence, and innovation. We expect both personal and collective accountability in how these values are applied to the work of each employee of WMTC. We acknowledge that Woolly Mammoth has upheld and benefited from systems of oppression in our country and we aim to do better; using the principles of anti-racism to guide our actions and decision-making. How we do things is as important as what we do, and we expect our core values and anti-racist practices to influence the way we work together as a team. We strive to center openness, integrity, and care in our policies, processes, and how we interact with one another. We embrace a culture of transparency, accountability, and mutual respect as the foundation of all our collaborations, both inter-departmentally and externally. We take seriously our role as a civic leader, and strive to address local and national challenges using our knowledge, skills, commitment, and resources. As part of this work, all employees are expected to develop meaningful internal and external relationships that are mutually beneficial and impact-aware. We believe that everyone in the Woolly community is worth engaging in conversations about the art we make and how that art intersects with the world. We lean into the unconventional, especially if a nontraditional and inventive approach will help us reach new understandings of our art form, our industry, and our world.