



Troy Savings Bank Music Hall Corporation

Job Title: Audience Development Specialist

Summary: The Troy Savings Bank Music Hall seeks an engaging, dynamic, and enthusiastic Audience Development Specialist. This position will support the Music Hall's mission and programs by broadening audience outreach through cultivation, development and management of patron and donor engagement and assistance with implementation of marketing strategies and data analysis with the goal of strengthening lasting, sustainable community relationships.

Responsibilities include:

- Assist Director of Marketing and Patron Relations Manager in developing and executing data-driven audience cultivation and engagement strategies and tactics. Create and implement strategies to maintain and increase patron engagement and develop deeper relationships with the Music Hall.
- Maintain a practice of timely and thoughtful acknowledgements of donor gifts, working to develop and execute engaging stewardship communications with donors and develop and elevate acknowledgement protocols to connect with donors at all levels.
- Assist with digital content planning, creation, and execution on social media and electronic platforms.
- Assist with creation and distribution of advertising campaign materials, monitoring for brand consistency through all communications.
- Assist in the creation, production, and promotion, of special events (live and virtual).
- Collaborate in strategy creation and implementation to upsell tickets, subscriptions, ticket packages, and memberships/donations; assisting with patron tickets sales.
- Lead the Music Hall's group sales initiatives by coordinating and processing all phases of group contracts, including identifying new leads and establishing relationships with local contacts.
- Actively promote the Community Partner Program to Music Hall members, while cultivating new relationships and maintaining engagement with current partners.

The Successful Candidate:

- Is passionate about music, creativity, and the arts.
- Ardent relationship builder.
- Has excellent communication, verbal, writing, organizational, and interpersonal skills and is comfortable providing high-level customer service.
- Has knowledge and experience with Google Analytics and analysis of social and e-media campaigns.
- Professional experience with social media platforms and basic photography skills.

- Comfortable interfacing with a wide range of constituent groups.
- At least 2 years in arts administration, customer service or similar public facing role.
- Knowledge and prior use of ticketing system databases preferred; the Music Hall is a Theatre Manager/Arts Management Systems venue.
- Experience with Constant Contact, website content management systems, and Adobe Creative Suite preferred.
- Be able to work independently, as well as enjoy being an integral part of a small, dynamic, low drama team.
- Is flexible and adaptable and thrives in a fast paced environment.
- Be available to work nights and weekends regularly.

Status: Full Time, Hourly, Non-Exempt

Salary Range: \$17 – 20/hour, depending on experience

Benefits: Health insurance, paid time off & holidays, generous complimentary tickets to Music Hall productions, flexibility to work remotely up to 25% of the time

Reports to: Director of Marketing & Patron Relations Manager

Physical Demands

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to sit and reach with hands and arms. The employee is occasionally required to stand, walk, stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

For the safety of all who visit the Music Hall offices and venue, COVID-19 vaccination is a requirement of employment. Employee may be required to wear a face mask, over both nose and mouth, while on premises unless consuming food/drink, or due to medical restrictions. Employees are provided with a face mask upon hiring for proper protection from coronavirus and other illnesses.

EOE

The Troy Savings Bank Music Hall is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, class, religion, country of origin, political belief, (dis)ability, age, gender identity, sexual orientation, protected veteran status, or any factor protected by law. BIPOC candidates are strongly encouraged to apply.

The Troy Savings Bank Music Hall Corporation's Inclusion, Diversity, Equity, and Access (IDEA) Statement

We value, encourage, support, and celebrate diverse backgrounds and cultures and the artistic expression of those backgrounds and cultures in keeping with our mission to enrich the community and inspire passion for the creative arts. We will engender this by fostering diverse, engaging, and transformative cultural experiences through performances, collaboration, community events, and education in an inclusive, accessible environment.

We believe a diverse, inclusive, and equitable workplace is one where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability, feels valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement in all of our departments, programs, and worksites. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard.

The Troy Savings Bank Music Hall is a National Historic Landmark built in 1875. Famous for its world class acoustics, the Music Hall is owned by the Troy Savings Bank Foundation. The Music Hall seats up to 1175 and its programming includes rock, indie, jazz, choral, classical, world music, as well as comedy shows, symphony concerts, recitals, and other events.

To apply, please visit <https://troysavingsbankmusichall.easyapply.co>