

## JOB DESCRIPTION

**Position Title:** Audience Services Coordinator

**Department:** Marketing and Communications

**Responsible to:** Director of Marketing & PR

**Details:** Salary, full time, 9am – 5pm Monday to Friday. Occasional weekend and evening work required.

**Calgary Opera's Vision:** Calgary Opera aspires to be a leader in the opera field, known for its intensive collaboration with arts organizations of all sizes, a thoughtful balance of traditional classics and more alternative works, and a mix of larger-scale and smaller artistic projects. The company will rely on a network of diverse sources to recruit artistic and operational talent, with a strong commitment to develop and showcase top Canadian talent.

**Calgary Opera's Mission:** Calgary Opera serves our entire community with innovative and inspiring operas in a multitude of forms and venues, and through educational activities and the training of young Canadian artists, while developing our people and managing our operations in a fiscally sound and efficient manner.

**Calgary Opera's Mandate:** Calgary Opera is dedicated to:

- Promoting interest, awareness, and attendance of the operatic art form
- Presenting classic and contemporary operas, and other musical entertainments, at an extremely high performance standard
- Training and development of high-potential emerging artists
- The recruitment, development, and presentation of exceptionally talented performers, composers, librettists, directors, and designers, with emphasis on Canadian talent
- Childhood education and exposure to opera
- Telling Canadian stories through new works

### Summary

The **Audience Services Coordinator** is a key member of the Calgary Opera team and requires exceptional communication, customer service and sales skills, a high level of attention to detail, and the ability to work in a fast-paced, team environment. The position is responsible for handling day to day in-person and over the phone ticket sales, batch reconciliation, data entry, mailing preparation, as well as acting as receptionist and other administrative and marketing support tasks.

### Qualifications

- The ideal candidate for this role is a self-starter who has the ambition to build Calgary Opera's box office into a valued revenue and loyalty driver for the organization. The selected candidate

will be empowered to review current practices and implement changes to create the best possible customer service experience for our patrons.

- A minimum of 2 years experience in another event sales / box office / ticketing role, preferably in a supervisory role
- Experience using Tessitura database and ticketing software

### **Duties and Responsibilities**

- Conduct all in-person and phone ticketing transactions at Calgary Opera's Box Office
- Maintain patron records to a high level of accuracy
- Generate lists and extractions to prepare mailings and other direct marketing campaigns
- Generate revenue reports (weekly and daily sales reports), and marketing campaign reporting
- Operate the mobile box office on location at performances and events and act as the primary customer service representative
- Assist with execution of marketing projects, as assigned
- Act as receptionist for the Mamdani Opera Centre – directing calls, e-mails and in-person inquiries to the appropriate staff
- Support Calgary Opera with additional duties as assigned

### **Knowledge and Skills**

- Exemplary communication skills, both verbal and written
- Excellent customer service skills and sales skills
- Advanced knowledge of Tessitura ticketing software for sales, donations and extractions
- The ability to be positive and empathetic to create a positive brand experience while reinforcing messaging or explaining policy to customers
- A high level of attention to detail
- Advanced skills in Microsoft Office – especially Excel and the use of pivot tables

### **Measurements of Success**

- High level of patron satisfaction
- Reduced number of complaints or non-renewals due to customer service issues
- High level of data cleanliness – minimizing bounce-backs from e-mail and mail campaigns
- Streamlined processes that minimize inefficiency and create a more positive experience for patrons

### **Compensation**

- Commensurate with experience.

### **How to Apply**

Please submit a cover letter and résumé with references to:

Tessa Chan  
Director of Finance  
[tchan@calgaryopera.com](mailto:tchan@calgaryopera.com)

**Deadline for Submissions:** September 6, 2019 or until suitable candidate has been found

**Start Date:** Negotiable

Only candidates selected for an interview will be contacted.