

Job Description
American Dance Festival, Inc.
Full-Time Year-Round (non-exempt)

Position Title: Audience Services & Merchandise Manager

Reports to: Executive Director

Supervises: Volunteers, Summer Interns, and Summer Work Study Students

Salary and Benefits: Hiring range is \$40,000-\$45,000 depending on experience and qualifications. This is a full-time, non-exempt, in-person position. ADF offers an excellent benefits package that includes holidays and Paid Time Off (PTO) days (vacation, sick time, and personal time), plus health, long and short-term disability, dental, and life insurance and a 401K with a 4% match. Off-season, this position works Monday-Friday which includes the option to work from home on either Tuesdays or Thursdays. Additional hours, both off and especially on season, may be necessary based on workload.

Job Summary: Serve as the primary manager of all audience-related services including overseeing all ticketing matters. Responsible for securing group ticket sales, distribution of marketing materials, setting up marketing events including children's matinee parties. Secure annual ADF merchandise purchase and oversee sales at office and theaters. Work with Marketing and Social Media Manager and Graphic Designer on marketing efforts for ADF.

Qualifications: A successful candidate will have excellent communication and customer service skills, be highly organized and detail oriented, have the ability to prioritize, be able to work independently and as part of a team, work well in a fast-paced environment, and be proficient with Microsoft Word and Excel. Bachelor's degree and knowledge of dance highly desired. Knowledge of the NC Triangle community helpful.

To Apply: Please email a cover letter, résumé, and three references to adf@americandancefestival.org with Audience Services and Merchandise Manager in the subject line by **December 16**. No phone calls, please. **Anticipated start date: February 3, 2025.**

The American Dance Festival has been a recognized leader in modern dance since 1934, presenting dance performances and offering educational opportunities and community programs while also maintaining an international reach. ADF ensures that modern dance remains a powerful and universal form of human expression and that this art form is accessible to all, now and for generations to come.

ADF prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. We strongly encourage all qualified applicants to apply. We welcome people of all races, genders, identities, abilities/disabilities, ethnicities, religions, and other individual characteristics.

Responsibilities include but are not limited to the following:

AUDIENCE SERVICES

- Duke University Box Office (DUBO) Set Up
 - determine and relay **Ticket Prices, Discounts, and Special Offers**
 - determine and relay **Seating Holds**
 - determine with ADF School and relay **ADF Nights**
 - relay **Event Photos and Descriptions**
 - relay **Audience Survey Questions**
 - proof **Tickets**
- Event Parking
 - communicate with Duke Parking and other venues to determine **Parking** options
- Presale
 - write and mail physical and digital **Presale Letter**
- Oversee Group Sales program
- Manage Special Ticket Programs (ADF Go, Golden Ticket, Caregiver Discount)
- Complimentary Tickets
 - manage all **Comp Tickets**
 - manage all requests for **GAPs** (Good Anytime Passes)
 - manage **Experience Dance** program
 - manage comp trade programs with local organizations
- Ticket Sales Reports
 - monitor daily **Detail and Wrap Reports** from DUBO
 - create **Combined Daily Report** to track ticket sales
- Kids Parties
 - plan and execute **Kids Parties**, including budgeting
- DUBO Support
 - determine and relay info for pre-show “Know Before You Go” (**KBYG**) **Emails**
 - Arrive at BO 2 hours prior to each show to **assist** with questions and problems
- Personnel
 - hire, train, and oversee the summer **Audience Services Intern**
 - oversee designated summer **Work Study Students**
- Accessibility
 - oversee event **Accessibility**
- Off-Site BO/FOH
 - manage **Box Office and Front of House** operations for off-site performances
- Ticket Buyer Data Entry
 - add/update all ticket buyers in the database post-season

MARKETING

- Oversee ADF’s Merchandise effort
 - Oversee designs, manage inventory, hire and supervise summer intern
- Volunteer Program/Materials Distribution

- coordinate Volunteers for **Materials Distribution** (ex: Studios Brochures, School Posters, etc.)
- Community Calendars
 - add performances and other events to local online **Community Event Calendars**
- Children's Matinee Playbill Ads
 - manage **Children's Matinee Playbill Ad** communications and payments
- Marketing Events
 - Coordinate local **Marketing Events**
- Social Media
 - Assist Marketing Manager as needed