



Lookingglass Theatre Company
August 2017
Full Time / Non-Exempt Position
GROUP SALES AND MARKETING ASSOCIATE

Company Overview

Lookingglass Theatre Company, a midsized not-for-profit theatre in Chicago, seeks a full time Group Sales and Marketing Associate.

Lookingglass is home to a multi-disciplined collective of artists who create original, story-centered theater through a physical and improvised rehearsal process centered on ensemble. Lookingglass has staged 65 world premieres and garnered numerous awards while producing an average of four productions per year in an intimate 200-seat theater in the historic Water Tower Water Works on Michigan Avenue (its home since 2003), in addition to two large annual galas. The Education & Community Programs department works with thousands of students and community members each year. In 2011, Lookingglass received the American Theatre Wing's Tony Award for Outstanding Regional Theatre.

Summary of Position

The Group Sales and Marketing Associate will report to the Director of Marketing and work closely with the Manager of Audience Services and audience services staff. The Associate will be charged with generating earned revenue by coordinating, executing, and growing group sales initiatives. The Associate will also serve as a member of the overall marketing team, helping with marketing activities and special events as needed.

Primary Duties and Responsibilities

In consultation with the Director of Marketing, and in collaboration with Audience Services

- Assist in creating and executing a strategic plan for growing group ticket sales revenue
- Assist in crafting and executing annual group sales communications plan through direct mail, email (MailChimp), and outbound calling
- Research and identify new audience segments and plan/execute marketing campaigns to increase sales opportunities
- Act as primary liaison with group leaders throughout entire sales process, including ticket pick-up (traditional will-call, group packet, mailing, etc), on-site support, and customer service follow up
- Process group reservations and payments via Total Info CRM system
- Attend neighborhood, chamber of commerce, and other relevant events to connect with prospects and establish relationships/network with professionals who can assist in securing group sales
- Assist in planning, production, and distribution of group sales promotional materials

- Participate in management and analysis of patron and sales data in CRM system and provide regular reporting on group sales progress, including weekly email to production team and in-person at marketing meetings
- Coordinate logistics of auxiliary programming related to group sales, including post-show discussions, restaurant recommendations, study guides, etc
- Act as liaison to other departments (Development, Education & Community Programs, Artistic) for group sales prospecting and help coordinate logistics for cross-departmental group events
- Serve as a member of Lookingglass' sales and marketing team, facilitating events such as Insider's Night, Press Opening, and Theatre Night Out
- Additional marketing activities as needed
- Occasional local travel may be required
- Periodic evening and weekend work supporting department events required; time will be incorporated into weekly schedule

Qualifications

- Bachelor's degree, major in marketing, communications, business, or nonprofit administration preferred
- 1-2 years of professional administrative experience. Sales experience, preferably in theatre, performing arts or tourism/travel industry, a plus
- Experience with CRM systems desired, knowledge of Total Info a plus
- Strong verbal and written communication skills
- Excellent customer service skills
- Professional, friendly manner and ability to comfortably interface with a wide range of people, both internal and external
- Ability to work independently and take initiative
- Ability to work well in a small, fast-paced non-profit theatre environment

Staff members at Lookingglass Theatre Company share the core values of the company:

Collaboration - Lookingglass has always believed that the power of the whole is greater than the sum of its parts. We see immense value in group history and experience, a collective vision, the dynamics of teamwork and the importance of leadership within that collaborative construct.

Transformation - Transformation is certainly at the core of all theatre and particularly vital to Lookingglass. It is reflected in the Lookingglass Mission Statement... *to change, charge and empower.*

Invention - Lookingglass seeks to redefine the limits of theatrical experience. The ensemble uses multi-disciplined arts training and an ambition for innovation to invent new ways to develop and tell stories.

Position is full time salaried with competitive benefits package. Lookingglass is an equal opportunity employer. Salary is commensurate with comparable not for profit positions and experience.

To apply, please send cover letter, resume, and salary requirements and/or history to Anna Marie Faulkner, Director of Marketing, amfaulkner@lookingglasstheatre.org with the subject line "Group Sales and Marketing Associate." No phone calls, please.