

Manitoba Theatre for Young People

Job Title: School Sales Coordinator

Reports to: The Customer Service Manager

Category: Permanent, full-time

Primary Duties and Responsibilities

The School Sales Coordinator is responsible for all customer service and administration related to sales of Mainstage School Shows and Tour bookings and regularly contributes to delivery of general box office and Theatre School registration and administrative functions. The position also provides support to marketing and communications, plans initiatives as required, and is the main liaison with MTYP School Drama Outreach Coordinator for workshop bookings specific to clients for Mainstage School Shows and Touring.

Reporting to the Customer Service Manager, the School Sales Coordinator maintains a high level of customer service and strong relationships with schools, educators, day cares and other clients of the Mainstage School Shows and Tours. The School Sales Coordinator's responsibilities include, but are not limited to the following:

Customer Service and Sales

- Conducts all sales and solicitation related to Mainstage School Shows and Tour bookings, including subsidized fee negotiations within parameters set out by MTYP.
- Performs all Box Office and Theatre School functions as directed by the Customer Service Manager.

Administrative

- Completes all contracts and invoices and processes ticket orders for School Shows and Tours in the MTYP ticketing database; distributes same to clients and ensures timely collection of payments as per MTYP payment policies.
- Ensures comprehensive communication with the Artistic Associate on all booked tour clients; supports the Artistic Associate in the creation of the tour itinerary as requested.
- Maintains up-to-date contact and booking history data on past, current and prospective clients for School Shows and Tours including, but not limited to, schools, school boards, trustees, home schools, day cares, and community planners.
- Provides MTYP House Manager with accurate audience information prior to each school show, including information with regard to any audience members with special needs.
- Produces sales reports for School Shows and Tours regularly in advance of, and post-show, as per the schedule set by the Director of Marketing.
- Compiles evaluations/surveys received from clients and audience for each production for submission to the Director of Marketing, Managing Director and Artistic Director.
- Provides the Drama Outreach Coordinator with all necessary information to appropriately secure and fulfill workshop bookings for School Shows and Tours.
- Administers allocation of ticket subsidies as may be available from MTYP funders within parameters as set out by MTYP policy and/or funder requirements.
- Maintains accurate statistical information on all School Shows and Tour audiences, including but not limited to subsidy recipients and reports on same to the Customer

Service Manager, Director of Marketing, Managing Director or Artistic Director as required.

- Prepares and distributes reports, in consultation with the Director of Development, for funders of subsidy programs, including feedback comments and statistics.
- Prepares sales and other statistical reports as directed by the Customer Service Manager.
- Supports the administrative needs of Indigenous Theatre for Youth (ITY), as directed.

Financial

- Prepares daily deposits/reconciliation for all sales processed in the MTYP CRM database.
- Reconciles all School Shows and Tour revenues, including subsidy allocation, with the MTYP Accountant.

Marketing and Communications

- Supports the development, creation and distribution of materials and initiatives to promote and sell School Shows, Tours and play-related workshops
- Assists in creation of strategy for outreach to Educators, including promotional emails.
- Represents MTYP at special events, conferences and other promotional opportunities as required.
- Makes regular outbound calls to external stakeholders, including tracking them.
- Supports the Public Relations Coordinator in identifying and securing opportunities for promotional initiatives related to School Shows and Tours.
- Creates study guides for Educators and social stories for relaxed performances. Will also assist with advertising sales for programs, particularly during the off-season.
- Supports the Public Relations Coordinator with promotions for Educational Tourism Group activities and opportunities, as required.

Other

- Other duties as may be reasonably assigned by the Customer Service Manager, Director of Marketing, Artistic Director and/or Managing Director.