

Position Description:
GROUP SALES MANAGER,
STARLIGHT THEATRE BROADWAY SEASON

About Starlight Theatre

Presenting Broadway entertainment since 1951, the non-profit Starlight Theatre Association is Kansas City's oldest and largest performing arts organization. It operates, programs and maintains the 16-acre Starlight Theatre complex, assuming all annual operating costs for the complex while also raising funds for programs including national Broadway musical performances, concerts, community outreach and performing arts education. In 2011, Starlight will host six Broadway musicals, as well as more than a dozen concerts in the Capitol Federal Concert Series.

During the past 15 years, Starlight has contributed more than \$25 million of privately funded improvements to the Kansas City, Mo.-owned theatre. Starlight also donates 364 seats for each Broadway show performance night to regional not-for-profit organizations serving the disadvantaged.

In 2010, Starlight Theatre was voted "Favorite Performing Arts Venue" and "Favorite Concert/Live Music Venue" in the Kansas City Convention & Visitors Association's Visitors' Choice Awards program. Starlight also received a Gold Award for "Best Performing Arts Venue" and Silver Award for "Best Theater" in *Ingram's* 2010 Best of Business Kansas City Awards. The theatre seats approximately 8,000 and is located in Swope Park.

For more information regarding Starlight Theatre, visit our Web site at www.kcstarlight.com.

Summary

Starlight Theatre is seeking a Group Sales Manager to cultivate growth in Starlight Theatre's group sales revenue during the Broadway season. Additional responsibilities include strengthening existing and building new corporate and community relationships for Starlight.

Primary roles of this position are to (1) establish and attain annual group ticket sales and revenue goals, (2) develop annual strategic marketing plan for group sales, (3) plan, direct and track all marketing efforts for group sales, (4) manage the Starlight experience for hundreds of groups each season, (5) continually generate new group sales leads through multiple channels, and (6) represent Starlight at functions organized by various community groups, such as local Chambers of Commerce, Greater Kansas City Attractions Association and the Broadway League.

The successful candidate will possess strong sales, organizational, time management and communication skills. Creative problem-solving skills, strong public-speaking skills,

and a proven ability to highlight and sell product benefits and features are critical attributes as well. Previous experience with creation and design of marketing support materials, including brochures, ads, flyers and e-communications, is a plus, as is the ability to manage multiple projects under deadline constraints.

Responsibilities

- Establish and attain annual group sales and revenue goals
- Develop annual strategic marketing plan for group sales, including matrix to target new leads and track efforts
- Plan, budget, direct and track all marketing efforts for group sales
- Track all stages of the sales process in a sales tracking software program
- Prepare and update all group sales messaging for Web site and collateral materials
- Generate leads through Web promotions, direct mail, speaking opportunities and sales calls
- Manage and update group sales database
- Manage more than 150 groups per season from initial proposal to close-of-sale, seating and collection of payment
- Allocate, print and mail all group tickets upon release from the ticket office
- Research, build and maintain community partnerships for shared marketing opportunities
- Interface with all Starlight departments on a daily basis, including operations, ticket office, accounting and marketing
- Manage the group sales activities of marketing interns each summer
- Balance client expectations and act as a communications liaison for the group client, caterers and Starlight staff
- Plan, coordinate and oversee all private dinners and events for group clients and prospective clients
- Organize and communicate event details to operations team through meetings, event summaries and venue layouts
- Attend Broadway shows, where needed, to provide high-touch experience for groups and private event guests
- Build and maintain positive relationships with clients for present and future sales
- Work with Broadway sponsors in the event that they wish to host a private event before a show
- Look for outlets to introduce organizations to group sales opportunities at Starlight, including corporate trade shows and Chamber of Commerce meetings
- Book Spotlight Stage performances and facilitate ticket sales for interested groups
- Work with House Manager to ensure support staff is in place for backstage tours for groups

Qualifications

- BFA, B.A. or B.S. required, preferably in marketing, business or communications-related field

- 2+ years of experience in marketing or sales
- Previous experience with sales tracking software and ticketing systems
- Experience in writing and editing sales/marketing materials
- Computer skills with proficiency in Microsoft Word, Excel and PowerPoint
- Knowledge of graphic design software packages is a plus

Additional Information

- Reports to: Vice President, Marketing & Sales
- Position Type: Full-Time, Exempt

We offer competitive compensation including vacation and holiday pay, medical/vision/dental and life insurance, and retirement plan.

Applicants for employment in the United States must possess work authorization that does not require sponsorship by the employer for a visa. No relocation offered.

EQUAL EMPLOYMENT OPPORTUNITY Organization