



Lawrenceville Arts Center GROUP SALES SPECIALIST

Aurora Theatre, at Lawrenceville Arts Center, seeks a dynamic and entrepreneurial Group Sales Specialist to actively support the Patron Services department and growth of group sales of Aurora Theatre.

Aurora Theatre is one of the nation's busiest arts organizations, located in Gwinnett County with an operating budget of \$4.5 million, welcoming more than 86,500 visitors each season at over 650 ticketed events. Lawrenceville Arts Center (LAC), a new premier arts and culture venue in historic downtown Lawrenceville, GA, opened in October 2021. With 5 distinct spaces (and endless funky alcoves) LAC is the perfect venue for performances, conventions, corporate meetings or celebrations.

COMPENSATION: \$1500/month vs Commission on Group Sales

The Group Sales Specialist's commission will be based on obtaining and maintaining new and existing groups.

To best show LAC's commitment to inclusion, diversity, equity, access, and excellence in our workspace, we encourage ALL qualified applicants to apply. LAC is an equal opportunity employer.

TO APPLY: Please send resume and cover letter, salary requirements, including names and phone numbers and emails of 3 references and a writing sample, to hiring@auroratheatre.com:

Katie Pelkey
Managing Director
Hiring@auroratheatre.com
Subject: Group Sales Specialist

REPORTS TO: Director of Sales & Programming

Position Responsibilities

- Cultivate and retain relationships with corporate, senior, alumni, friends/family and travel group to secure a loyal audience base
- Manage and expand existing relationship with Group Sales clients
- Manage client/patron accounts, process group ticket orders in Tessitura database
- Expedite incoming phone calls and emails related to Group Sales
- Work with Director of Sales & Programming to execute strategic sales plans to sell productions and other offerings at Aurora and LAC
- Work with Director of Sales & Programming, and Marketing Staff, to ensure marketing materials reflect a commitment and support of group sales efforts including web, social media, print and email campaigns
- Strategize with Marketing Staff and Graphic Designer to implement best practices for Aurora Theatre's produced and presented programming for policies and materials that foster robust Group Sales
- Track and generate group sales reports, monitor sales trends and analyze data
- Conduct business development and networking efforts within the community
- Plan, execute and oversee client/patron entertainment and hospitality, including pickup/drop off and special accommodations for Groups. Be prepared to give Groups concierge level service to attain and retain their loyalty.
- Compose written correspondence and proposals for prospects, clients, partners, and representatives
- Report and present sales statuses, trends, plans, strategies and initiatives
- Grow group sales 10% or more annually

Qualifications:

- Strong communicator and excellent writing/editing skills
- Independent worker and results oriented
- Ability to coordinate across departments
- Superb sales, business development and customer service skills with experience preferred
- Highly organized and dedicated
- Knowledge of Microsoft Office, Tessitura and VenueOps (or other similar booking software a plus)
- Ability to clearly articulate Aurora's goals, mission, and policies
- Any successful applicant must have and maintain current Driver's License
- Any successful applicant must be able to pass background checks

CULTURE

Lawrenceville Arts Center is an inclusive art space where you will be part of a thriving cultural scene (music, theatre, dance, & visual arts). Join a creative culture that works under “Group Speak” (all voices welcomed). We value equity in the workplace, and we fight for civic, corporate and cultural understanding. Plus, we have a lot of fun!!!

This is a part-time/independent contract position that is eligible for perks including:

- Flexible work environment and schedule
- Employee discounts
- FREE admission to shows
- AND MORE!!!!

Aurora recognizes that conversations about compensation can be difficult. We strive to provide pay that meets the market by leveling with industry peers to determine the pay range for each position. Where the employee falls in that range is determined by experience and skill set. Aurora will work hard to administer the compensation program in a transparent, consistent, and equitable way across the company.