

Tuesday, August 1, 2017

Dance Theatre of Harlem Seeks A Group Sales Coordinator

Company: Dance Theatre of Harlem

Location: New York, NY

Compensation: Varies depending upon experience.

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DANCE THEATRE OF HARLEM

JOB DESCRIPTION - GROUP SALES COORDINATOR

Part time - temporary – seasonal

Status: Non-Exempt

Dance Theatre of Harlem (DTH), established in 1969, is an institution rooted in diversity that celebrates and utilizes classical ballet and other dance forms to inspire as well as to effect change. Through its school, touring company and arts education programs, young people in the New York metropolitan area, across the country and around the world are exposed to the power of art to create a brighter future.

Reporting to the Marketing Manager the Group Sales Coordinator will strategize in building upon current group sales data base. Working collaboratively with marketing and development departments to implement a multi-faceted plan to contact prospects with a focus of retention of existing groups, win-backs of lapsed groups and continuous cultivation of new prospects. Tasks include but not limited to:

Essential functions:

- Design an e-blast or draft a personalized letter to be sent to group leaders with season calendar/postcard
- Prioritize mailings and implement a timely follow up of those mailings.
- Set initial parameters for group sales pricing & discounts for groups of 10 or more, top tier groups, price-sensitive groups, partnerships, packages.
- Establish packages with potential offerings.
- Ensure that group sales contact information (and offer) is included in all Season Advertising/Collateral Materials and posted on Website and on Social Media sites.

Required Skills:

- Bachelor's Degree, preferably in marketing studies or 5+ years of solid experience in marketing/sales management, preferably in the entertainment industry.
- Well organized and detailed oriented.
- Excellent interpersonal verbal and written communication skills.
- High level of initiative and creativity.
- Good knowledge of Microsoft Office.
- Ability to hear, talk, see in order to prepare and analyze data and figures, view computer terminals and extensive reading.
- Eligibility to work in USA.

Terms and Conditions:

- Part time temporary/seasonal: August-April

-Compensation: Hourly, commensurate with experience and academic background, paid on a bi-weekly basis, includes statutory benefits only.

Dance Theatre of Harlem is an equal opportunity employer.

Interested individuals please send cover letter and resume to dthsearch@dancetheatreofharlem.org marking subject line: Group Sales Coordinator

NO TELEPHONE CALLS PLEASE

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