

## **Oregon Shakespeare Festival**

### **Audience Development Associate Job summary:**

Assist the Audience Development Manager in expanding and enhancing the diversity of the OSF audience.

### **Essential Job Duties:**

- 1 Assist the Audience Development Manager with strategic planning and implementation in an effort to attract new and diverse audiences; primarily audiences of color and the local Latino/bilingual bicultural Spanish speaking community.
- 2 Provide excellent customer service. Develop and maintain systems and information in both Spanish and English that allow for excellent customer service with patrons, prospects, vendors, groups, and company members.
- 3 Serve as group sales specialist for targeted audience development groups, usually first time attendees. Assist group travel planners in; create tours and itineraries, help with play selection, schedule educational programs and ticket ordering, provide lodging and restaurant recommendations, organize special events with actors, arrange photo shoots, and assist with the marketing of tours to potential customers in target area.
- 4 Coordinate events. Ensure accurate event specifications by preparing and reviewing event agendas for Audience Development functions/receptions including facilities, catering set ups, guest lists, RSVPs, and completing Tessitura processing.
- 5 Assist with budget management including budget preparation, submission of invoices and tracking of expenses and revenues.
- 6 Under supervision, maintain record of grants awarded to audience development to meet reporting deadlines, activity timelines, applications and grant expenditure reporting.
- 7 Assist in serving as an OSF representative at community events, and within organizations that will promote the development of new audiences.
- 8 Update and maintain Cultural Connections website pages and Facebook pages which includes translations of selected passages from English to Spanish.
- 9 Serve as support staff in assigned project based work and assist in other areas of audience development activity as needed.

**Serves on Teams:** Audience Development Affinity Work Group, Audience Development Action Team

**Reports to:** Audience Development Manager

**Hours:** 40 hours per week.

**Minimum Qualifications:**

**Cultural Competency:** demonstrated interest in and ability to work with a wide range of ethnically diverse cultures.

**Education:** College degree with marketing, event management or hospitality background or equivalent experience.

**Work Experience:** Three to four years or more of administrative support, marketing, community relations, customer service, and strong event planning experience. Experience with translated English to Spanish communications.

**Computer skills:** Knowledge of MS Office Suite; Word, Excel, Outlook and ability to learn ticketing software a must. Experience utilizing customer databases.

**Other abilities:**

Ability to enjoy the administrative challenges of supporting an evolving program; ability to project a professional company image at all times in the community is an integral part of the position whether through in-person or phone interaction; ability to maintain exceptional organizational skills in a fast paced environment while remaining highly detail-oriented; ability to remaining flexible and adapt to daily challenges; ability to prioritize and manage multiple projects simultaneously, and follow through on issues in a timely manner; ability to write reports, business correspondence, and procedure manuals; ability to effectively present information and respond to questions from managers, vendors, group travel professionals and the general public; valid driver's license; ability to lift 40 pounds.

Fluency in conversational Spanish and ability to translate English to Spanish communications and marketing publications is preferred.

[Non-exempt/February, 2013](#)