DANCE THEATRE OF HARLEM

JOB DESCRIPTION

GROUP SALES MANAGER

Temporary – seasonal

Status: Exempt

Dance Theatre of Harlem is a leading dance institution of unparalleled global acclaim, encompassing a world-renowned Company, a professional studio School, Dancing Through Barriers®, a national arts and education program, and community engagement activities. Each component of Dance Theatre of Harlem carries a solid commitment towards enriching the lives of young people and adults around the world through the arts.

Founded in 1969 by Arthur Mitchell and Karel Shook, Dance Theatre of Harlem was considered “one of ballet’s most exciting undertakings” (The New York Times, 1971). Shortly after the assassination of The Reverend Dr. Martin Luther King, Jr., Mitchell was inspired to start a school that would offer children — especially those in Harlem, the community in which he was born — the opportunity to learn about dance and the allied arts. Now in its fifth decade, Dance Theatre of Harlem has grown into a multi-cultural dance institution with an extraordinary legacy of providing opportunities for creative expression and artistic excellence that continues to set standards in the performing arts. Dance Theatre of Harlem has achieved unprecedented success, bringing innovative and bold new forms of artistic expression to audiences in New York City, across the country and around the world.

Opportunity

Reporting to the Marketing Manager, the Group Sales Manager will strategize in building upon current group sales data base 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

• Plan, schedule and arrange on-site group activities, i.e. group photos, pre/post-show talks and meet & greet
• Hiring and management of group sales interns
• Management of Meet the Ballerina Event
• Provide weekly Group Sales reports and final sales report with comparative analysis of prior season sales and recommendations.
• 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.
- 5+ years of experience in sales management, preferably in the entertainment industry.
- Well organized and detailed oriented.
- Excellent interpersonal and communication skills.
- High level of initiative and creativity.
- Good knowledge of Microsoft Office.
- Ability to hear, talk, see to prepare and analyze data and figures, view computer terminals and extensive reading.
- Eligibility to work in USA.

**Terms and Conditions**

- Temporary/seasonal. Contract work is for between 20 to 28 weeks of work depending on start date.
- Compensation: Commensurate with experience and academic background, range: $25-$35 per hour, includes statutory benefits only, paid on a bi-weekly basis.

Dance Theatre of Harlem is an equal opportunity employer.

**TO APPLY:**
Send resume and cover letter to: humanresources@dancetheatreofharlem.org mark on subject line: “Group Sales Manager”