

The logo for New York Theatre Workshop, featuring the words "NEW YORK THEATRE WORKSHOP" in white, uppercase, sans-serif font, centered within a solid black square.

# NEW YORK THEATRE WORKSHOP

## Marketing and Audience Services Associate

### About New York Theatre Workshop:

We are one of the city's leading not-for-profit Off-Broadway theatre companies and we're looking for a Marketing and Audience Services Associate. For more than three decades, NYTW has provided a home to artists to hone their creative voice, a space for them to develop their projects and a platform to produce groundbreaking work. NYTW is renowned for a long list of acclaimed work including Jonathan Larson's *Rent*; Enda Walsh's *Once*; Rick Elice's *Peter and the Starcatcher*; Tony Kushner's *Homebody/Kabul*; Caryl Churchill's *Far Away, A Number and Love and Information*; David Bowie and Enda Walsh's *Lazarus*; and Anaïs Mitchell's *Hadestown*. NYTW's productions have received a Pulitzer Prize, 17 Tony Awards and assorted Obie, Drama Desk and Lucille Lortel Awards. The box office staff is the face of the organization, serving customers through phone and in-person sales and shaping the customer experience for everyone attending productions in its East Village theatre.

### About the Team:

Our four-person marketing team is responsible for promoting five major productions per season, leading a robust annual membership campaign, supporting projects in the new Next Door at NYTW series, and marketing the institution's many offstage efforts including education programs, workshop activities and fundraising initiatives.

### About the Position:

- Oversee the annual membership campaign, targeting multiple waves of renewal and new acquisition efforts to maintain and grow the membership base
- Execute advance-access member booking, maximizing attendance and engagement with membership base
- Supervise the box office and front-of-house teams, coordinating hiring, training, shift scheduling and show-specific adjustments to the front-of-house experience
- Manage ticket holds and allocations, ensuring maximum revenue and attendance at every performance
- Maintain NYTW's Good Neighbor program, renewing and soliciting local partnerships for pre- and post-theatre offerings for members, donors and ticketholders
- Coordinate group sales outreach and fulfillment, tracking payment deadlines and inventory usage
- Maintain box office auditing documentation including nightly settlement reports and attendance documentation
- Manage and fulfill house seat requests

### About You:

- You are a people-person and have a passion for customer service
- You have strong written and verbal communication skills
- You are a natural team leader, comfortable guiding others and helping them grow
- You have experience using ticketing and/or CRM systems
- You have two-three years relevant experience
- You share our passion for the theatre and are excited to learn more about the industry

### Bonus:

- You have knowledge of Spektrix

This position is overtime eligible. Benefits include employer paid medical, dental and life insurance and paid time off.

NYTW is an Equal Opportunity Employer (EOE). We are committed to diversity in all areas of our work, on and offstage. We encourage applicants with a unique cultural perspective inclusive of race, ethnicity, gender identity or expression, class, physical ability and sexual orientation.

To apply, please submit a cover letter (please include where you found out about this position), resume and two references to [jobs@nytw.org](mailto:jobs@nytw.org). Please include the job title along with your first and last name in the subject line.