



JOB TITLE: Guest Experience Manager

REPORTS TO: Director of Marketing and Public Relations

CLASSIFICATION: Full-time, Salaried, Exempt

SUMMARY:

The **Guest Experience Manager** is a critical member of Des Moines Metro Opera’s full-time staff and is responsible for handling all aspects of ticket sales for the summer festival and other ticketed events such as the Wine, Food & Beer Showcase, the Opera Gala, Artist Recitals, and special guild events. The position will process all ticket orders throughout the season and will serve as the face of the Box Office at every opera performance, acting as concierge to DMMO patrons while managing and training a small staff of employees during the summer season.

In addition to the ticketing functions for the company, the Guest Experience Manager works in collaboration with the Director of Marketing and the Director of Advancement to execute a strategy for excellent guest experiences at every level of the customer journey as well as all DMMO events including consideration of accessibility and communication functions with patrons. The Guest Experience Manager serves as the company’s primary source of communication following the sale of a ticket and leading up to and immediately following the performance. Additionally, the Guest Experience Manager serves as primary coordinator for patron amenities at performances such as wayfinding signage, parking information, dining and concession options, and developing concierge and other partnerships with hotels, restaurants and shuttle services.

DUTIES and RESPONSIBILITIES:

- **Box Office**
  - Take ticket orders via phone, mail, e-mail & in-person
  - Process all ticket orders
  - Responsible for ordering ticket stock from vendor
  - Printing, mailing and emailing of all tickets
  - Serve as the main Box Office representative at all DMMO performances
  - Set up Box Office at all off-site DMMO performances
  - Monitor and always seek to improve the ticket buying journey for patrons (website functionality, printed materials, automated emails, etc.)
  - Maintain the Ticket Request Form for any sold-out performances
- **CRM Database Management and Administration**
  - Create new seasons and productions and manage season subscriptions in Patron Manager
  - Work closely with the Marketing Director to develop and maintain pricing strategies for demand-based pricing and section flexing to maximize ticket revenue
  - Manage general address information and database update management
  - Undertake training to become a certified Patron Manager user
- **Email Communications**
  - Lead patron communication efforts surrounding all DMMO ticketed events, including the “Know Before You Go” pre-show email and post-show email
  - Assist marketing director on ticket campaign emails and e-newsletters in MailChimp
- **Guest Experience**
  - Coordinate menus and dining experience in the theatre lobby

- Coordinate and ensure clarity for wayfinding signage in performance locations, adding when appropriate to the locations in which the company is presenting performances
- Develop concierge partnerships to improve the patron experience for those traveling from out of the area (hotels, restaurants, additional activities, etc.)
- Coordinate DMMO shuttle service opportunities
- Work closely with marketing to achieve budget goals related to box office and event ticket sales
- Work closely with development to achieve annual fund and ticket order philanthropy goals

**REQUIREMENTS:**

- Have passion for connecting and building relationships with people
- Excellent donor/customer service skills and relationship management skills
- Acquire knowledge of ticket policies and procedures
- Strong computer skills, including knowledge of Microsoft Excel and Word. Experience with Salesforce/PatronManager is a plus
- Three years or more of non-profit or events/box office experience preferred. Proven success in relationship building
- Be self-motivated and an independent thinker who consistently meets deadlines, resolves conflicting priorities, and has outstanding interpersonal skills
- Excellent organizational skills and exceptional written and verbal communication.
- Extremely detail-oriented and thorough work required
- Ability to manage multiple projects simultaneously and achieve results in a timely fashion
- Ability to work evening and weekend events
- Flexibility and solution-oriented focus within fast-paced and ever-changing environments and various personalities
- Ability to maintain and work within a budget
- Residency in Des Moines, IA metro area. A relocation stipend will be offered if needed

**PHYSICAL STANDARDS:**

This position involves moderate work with lifting or moving up to 30 pounds occasionally and sitting or standing for long periods of time. The position requires the ability to use computer equipment and the ability to communicate verbally and in written word. This position occasionally requires long hours and a flexible work schedule in support of a performance schedule and special events.

**BENEFITS:**

Competitive health, life, disability, and retirement plan, and generous PTO. Salary range is \$45,000-\$50,000 dependent on experience and qualifications.

**APPLICATION PROCESS:**

Submit resume and cover letter, email or by mail to:  
 Des Moines Metro Opera  
 Attn: Scott Arens, Director of Marketing and Public Relations  
 106 West Boston Avenue  
 Indianola, IA 50125  
 sarens@dmmo.org

**DEADLINE:**

Applications will be accepted until the position is filled. Applicant screening process to begin immediately.

As an Equal Opportunity Employer, Des Moines Metro Opera celebrates diversity and inclusion. We do not discriminate against any employee or job applicant on the basis of race, color, religion, national origin, creed, gender identity, sexual orientation, pregnancy, disability, age, veteran status, political affiliation or philosophy. All qualified applicants are encouraged to apply.