



JOB TITLE: Patron Experience Manager

JOB TYPE: Full-Time, Exempt

REPORTS TO: Executive Director

OVERVIEW: The Lexington Philharmonic (LexPhil), founded in 1961, has been a cultural leader for over six decades and continues to broaden horizons and bring the best of orchestral performance and education to Lexington and the surrounding region. We value individual and group excellence, creativity, and inclusion and we are committed to re-imagining the role of an orchestra in the 21st century. Our Music Director, [Mélisse Brunet](#), is passionate about diverse programming and growing LexPhil's impact. Each season, LexPhil presents a wide variety of concerts, events, and learning programs informed by its core values. LexPhil strives to be a dynamic and welcoming institution in the Bluegrass region, where participants of all backgrounds feel a sense of belonging and connection.

VISION and MISSION: LexPhil's core values are artistic excellence, innovation, collaboration & accessibility. Through its four core values, LexPhil fosters excellence and innovation in the performance and presentation of great music; enriches the lives of our diverse citizenry; educates current and future audiences and brings distinction to our community through performance and educational programs.

SUMMARY: The **Patron Experience Manager** is responsible for box office and front-of-house operations for LexPhil concerts and events, provides staff support through information and database management, and contributes to marketing and development activities throughout the year. This position is the first point of contact for most LexPhil patrons and requires excellent customer service and communication skills to ensure that patrons and donors receive concierge-level customer service. The Patron Experience Manager provides all staff with data, reports and strategy that support program participation, audience building, and fundraising activities. Marketing and Development activities are integrated throughout the job scope. This role works most closely with the Executive Director (ED), Development Director, and Marketing & Communications Manager.

JOB SCOPE:

PATRON SERVICES (60%)

- **BOX OFFICE**
 - Responsible for processing ticket orders received over the phone, online, and at Lexington Philharmonic concerts and events, ensuring integrity of data and reporting.
 - Understand and interpret data needed to produce various analytic and sales reports for Executive Director, Staff, and Board of Directors, including weekly updates on ticket sales goals.
 - Manage all aspects of Lexington Philharmonic subscription renewal campaigns, with the goal of fostering long-term subscriber and donor relationships.
 - Develop and coordinate timeline for subscription and single-ticket campaigns in partnership with the Marketing & Development team and Executive Director
 - Receive and track results from subscriptions and ticket sales campaigns. Recommend and adjust strategy based on campaign performance in collaboration with the Marketing & Development team.
 - Establish customer service standards and operations.
 - Develop and initiate strategy for growth & expansion of new audience and donor segments
 - Communicate performance-specific information to vendors, clients, partners, and internal staff to ensure up-to-date communications to patrons.
 - Foster and maintain strong working relationships with vendors, venue staff, and partner organizations.
 - Build out and manage ticketed events and free events that require registration in PM; strategically design corresponding online Public Ticketing Site (PTS) purchase path
 - Manage the distribution of complimentary tickets to approved recipients and social service agencies in a way that supports the organization's mission and builds meaningful relationships with the community.
 - Annually review pricing and scale of performance venues. Weigh multiple factors- value, accessibility, and organization viability to recommend ticket pricing for all programs produced by LexPhil.
 - Help set aspirational revenue goals for subscriptions and single tickets during each budget cycle. The Board of Directors is ultimately responsible for budget and goal setting but needs to be informed about trends and feasibility from this staff position.

- **FRONT OF HOUSE OPERATIONS & CONTRACTS**
 - Manage Front of House (FOH) services at all concert and event venues, including ticketing, ushers, valet services, parking, and other LexPhil patron services to ensure that patrons are given an exceptional experience.
 - Assume the role of FOH Manager at venues where one is not provided.
 - Recruit and train volunteer ushers and greeters as needed.
 - Liaise with host venues on matters related to patron experience and FOH operations, from the beginning stages of the event planning process through completion of the event.
 - Coordinate and fulfill equipment and materials set-up for each venue preceding events.

INFORMATION SYSTEMS & ADMINISTRATIVE (30%)

- Establish and maintain data entry standards.
- Continually improve internal policies for maintaining data hygiene, and educate staff about best practices for maintaining their departmental contacts and data, striving to centralize data in PM.
- Manage contract with ticket and donor database service in coordination with Development Manager. Evaluate the needs of the organization and the service of this CRM system; explore alternatives if beneficial.
- Coordinate regular and accurate ticketing financial reports, individual giving reports, and record keeping with Accountant.
- Maintain LexPhil event chart with attendee data from marketing/development events and concerts, and ensure that other departments input relevant event data (residencies, workshops, ensembles, etc.)
- In coordination with relevant staff, manage registration and communication with invitees for special events, including Season Announcement, Annual Meeting, Post-concert receptions, select open rehearsals, fundraising events, etc.
- Assist ED with annual audit by maintaining accurate data in PM.
- Install, upgrade, and manage database applications.
- Diagnose and troubleshoot database errors.
- Recommend and implement emerging database technologies.
- Create and manage automations, database reports, visualizations, and dashboards.
- Train other staff members on use of Patron Manager, as needed.

DEVELOPMENT (10%)

- Assist with strategy for Annual Fund campaigns, particularly in informing audience segment strategy and reporting data trends.
- Manage Membership/donor benefit fulfillment related to deliverable benefits.
- Manage advertising and ticket benefits for donors, corporate sponsors, and other VIPs
- Provide ED and Development Manager with data as requested to support grant writing and other fundraising efforts

INCLUSION, DIVERSITY, EQUITY, & ACCESSIBILITY (IDEA)

IDEA values are an essential part of the Lexington Philharmonic's work. Each staff member is responsible for upholding these values and advancing LexPhil's work to more fully embrace and reflect them in the organization's work. This position is particularly responsible for the following areas:

- Evaluation of LexPhil programs for accessibility and inclusion barriers and working with the Artistic Department to remedy potential barriers.
- Communicating disability accessible accommodations available to patrons at each concert/event.
- Providing exceptional service to patrons who wish to attend a LexPhil event but have concerns about how the event will be accessible to them, and ultimately help accommodate anyone who wishes to participate with LexPhil.
- Engagement in professional development regarding IDEA topics.

SUPERVISORY RESPONSIBILITIES:

- Manage aspects of Lexington Philharmonic internship programs (Fayette County EBCE program, UKY CIS class volunteers, etc.), and
- Lexington Philharmonic volunteer corps.

EXPERIENCE & PREFERRED QUALIFICATIONS:

- Bachelor's degree in arts administration, business, marketing, public relations, or related field.
- Experience in Data Management and/or Box Office systems such as Patron Manager, Salesforce, or other CRM systems.
- Experience working in Box Office, Front of House management, or adjacent roles.

- Track record of excellent customer service skills.
- Experience managing volunteers or interns.
- Experience in marketing, development, and/or performing arts preferred.
- Creative with strong attention to detail.
- Ability to work both autonomously and as a team member.
- Broad knowledge of current customer service, customer experience, and marketing trends.
- Strong writing and communications skills, and the ability to tailor messaging based on audience.
- Reliable transportation to and from work and events.
- Ability to lift heavy materials (up to 50 lbs.) and stand for long periods of time.
- Some evening, weekend, and occasional holiday availability required.

COMPENSATION & BENEFITS:

Salary: \$43,888

Location: Requires residency in or around Lexington, Kentucky.

Benefits Include:

- Health Insurance - Employer pays 50% of employee premium
- Vision Care Insurance - Employer pays 50% of employee premium
- Dental Insurance - Employer pays 100% of employee premium
- Discretionary PTO Policy
- Paid Holidays - 9 per year
- Paid Office parking
- Complimentary tickets to Lexington Philharmonic concerts and events
- Hybrid work schedule
- Company-supplied computer

The Lexington Philharmonic is proud to be an Equal Opportunity Employer and prohibits discrimination and harassment of any kind. All employment decisions are based on organizational need, merit, and individual qualifications, without regard to race, religion, ethnicity, gender identity, sexual orientation or expression, age, or disability. We are committed to creating an inclusive environment of mutual respect and care for employees and participants.

APPLICATION INSTRUCTIONS

Please provide the following:

- A cover letter that is responsive to the mission of the Lexington Philharmonic as well as the responsibilities and qualifications stated in the job posting.
- A résumé.
- References will be required for those who advance in the search.

Please email your cover letter and résumé to brooke@lexphil.org with the subject line "Patron Experience Manager" no later than November 1, 2024.

All applications will be kept confidential.