



## Director of Audience Experience

### Job Summary

Austin Opera is seeking a dynamic Director of Audience Experience to join its senior management team as the organization embarks on a period of strategic growth and innovation. The Director of Audience Experience will ensure excellence in the consumer experience from the point of purchase through the time a patron arrives home after a performance.

Reporting to the General Director & CEO, the Director of Audience Experience will partner with the Director of Marketing & Communications, the Chief Development Officer, and the Director of Education to ensure a seamless experience for patrons at performances and events. He/she will represent the voice of the audience in strategic planning discussions and conduct research and analysis to measure the company's effectiveness over time.

The Director of Audience Experience will partner with Four Seasons Hotel Austin to ensure that best practices in guest hospitality are applied to each aspect of the consumer experience at Austin Opera. S/he will work with Four Seasons Hotel Austin in developing and implementing qualitative and quantitative evaluations of the company's performance in each area. Key measures of success will include audience retention figures, increased frequency in patron engagement, and net promoter scores.

### Duties and responsibilities

#### Point-of-Purchase

- Partner with the Director of Marketing to ensure seamless and efficient sales systems online, by phone, and at the box office
- Work with a team from Four Seasons Hotel Austin to test each sales method throughout the season
- Provide front-line assistance and sales to patrons when needed

#### Venue Logistics & Hospitality

- Partner with the Long Center leadership, ushers, and hospitality staff to ensure excellence in customer service at each performance

- Partner with the Director of Artistic Operations to ensure that the audience experience is placed at the forefront of new programming initiatives and venue explorations
- Launch partnerships with other hospitality providers, restaurants, garages, and other entities that impact patrons' overall performance experience
- Create and distribute pre-show communications to all ticket-holders to ensure personalized information is distributed to facilitate a seamless, customizable experience for all patrons
- Serve as a concierge presence at all company performances

### **Audience Advocacy**

- Serve as an advocate with government entities that oversee the use and maintenance of city-owned performance venues
- Serve as an advocate for the audience in management team discussions and planning

### **Audience Research**

- Conduct qualitative, quantitative, and longitudinal research of current audiences to document which aspects of their opera experience most impact enjoyment and retention
- Ensure a practice of audience research that allows the institution to measure its progress in the above areas over time
- Remain current on industry research and audience trends

### **Programming**

- Serve as project manager for the creation of the performance program for each production, using research to inform content
- Partner with members of the senior team to create other ancillary materials, presentations, online content, and programming that will increase audience enjoyment of the company's artistic programming, as informed by audience research
- Partner with the same colleagues in the development of innovative new programs aimed at increasing audience retention figures

### **Other**

- Serve as a senior company representative at community events and donor events
- Participate in weekly senior team meetings and planning meetings
- Other duties as assigned

## Qualifications

- Minimum of five years' experience in the performing arts, preferably in the areas of marketing, development, or customer service
- Knowledge of and enthusiasm for opera
- Excellent writing skills
- Experience with audience and/or consumer research a plus
- Experience forming successful collaborations with other institutions a plus
- Appreciation for and knowledge of customer service and hospitality best practices
- A keen ability to collaborate with staff, professional colleagues, community partners, and patrons
- Excellent analytical skill to create, read, and analyze multiple sources of data to determine action; passionate about data and understand the importance of data-driven decisions
- Tenacity in working to implement change within external entities
- Polished presentation and interpersonal skills necessary

## Application Instructions

To apply, please email the following to [careers@austinopera.org](mailto:careers@austinopera.org):

- Cover Letter
- Resume
- Salary Requirements
- Writing Sample

No calls please. Applicants selected for an interview will be notified in August. Austin Opera is an Equal Opportunity Employer.